

G-MEN OPEN NEW CRIME WAR

Public Enemy

CRIME DRIVE AIMED

"Higher-Ups" Branded

No. 1

LAST FUGITIVE

CLEAN UP ENEMY

**READ ALL ABOUT THE UNUSUAL SALES
CAMPAIGN FOR WARNER BROS.,
LEAD-RIDDED REVELATION
OF THE NEW DICTATORSHIP OF CRIME**

EDWARD G. ('Little Caesar')

ROBINSON
in
"BULLETS
or
BALLOTS"
with

JOAN BLONDELL

BARTON MacLANE • HUMPHREY BOGART • FRANK McHUGH

JOSEPH KING • RICHARD PURCELL • GEORGE E. STONE • JOSEPH CREHAN • HENRY O'NEILL

A First National Picture • Directed by William Keighley



HARD-BOILED TRADE PRESS SHOWERS EXCLAMATIONS ON SENSATIONAL FILM SCOOP!

Warners again step out in front with a gangster story that leaves all predecessors so far behind that they'll never be missed! Instead of dealing with the old stereotyped pre-repeal rackets, Martin Mooney, known for his expose on the present-day rackets, has brought each and everyone into play so vividly that the screen translation leaves nothing to the imagination! Edward G. Robinson tops all previous gangster film performances!

—VARIETY DAILY

An Ace Crime Picture That Scores In All Departments with Story from News Headlines! Good Direction and Acting!

Easily one of the most important crime pictures that has come to the screen! It has many authentic touches and is a credit to Martin Mooney, who has exposed many rackets, and Seton I. Miller, its authors. William Keighley, who directed "G Men," hits again with his direction! Edward G. Robinson gives a top-notch performance!

—FILM DAILY

Something new in suspense-laden, melodramatic, racketeer-gangster-cop entertainment! Different, vivid and punchy, it holds much to engage attention! The show is narrated with vigorous, convincing realism! Worthy of a spot on any program, the picture is gripping audience entertainment that places in the hands of exhibitors countless novel exploitation leads with which to sell it to far above average business!

—MOTION PICTURE DAILY

BIGGEST OPPORTUNITY FOR THEATRE MANAGERS TO CASH IN SINCE "G-MEN"!

*Producers of "G-Men" First Again with
Shocking Inside Story of Secret
Syndicate of Crime*

CAMPAIGN PLAN TELLS ALL

Hot on the heels of the unprecedented newspaper and public enthusiasm over the latest and most exciting exploits of the government's Department of Justice, Warner Bros. give you "Bullets or Ballots".

As timely as was "G-Men" just a year ago, this show is right up to the split-second with a screen-rocking expose of the very latest activities of modern gangdom. *So be sure everything you say and do emphasizes that this isn't just another gangster picture.*

IN THIS FILM YOU HAVE THE GREATEST CAST OF STRONG ARM 'KILLERS' EVER ASSEMBLED IN A SINGLE PRODUCTION.

EDWARD G. ROBINSON (Little Caesar)

BARTON MacLANE (He was Red Sebastian, the killer, in "Dr. Socrates")

HUMPHREY BOGART (Who played Duke Mantee in "The Petrified Forest")

GEORGE E. STONE (Famous for his many gangster characterizations)

. . . And for romance you have JOAN BLONDELL

. . . And for comedy, FRANK McHUGH

The story is based upon facts that every newspaper reader in the country is familiar with—a burning topic of public discussion. It was written

by Martin Mooney, famous reporter who took a jury rap rather than reveal his source of information.

You're doubtless convinced of the ease with which you can sell this property, and you'll realize it even more when you study this simple-to-work set-up.

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NEW CRIME DRIVE AIMED AT "HIGHER-UPS" MEN CLEAN UP ENEMIES

EXPLOITATION

YOUR BALLY AND STUNT ANGLES

Target Practice for Patrons at G-MAN BEE-BEE SHOOTING RANGE



Shooting ranges have become very popular lately. Want to be in with this craze? If answer is "yes," erect a G-Man range, on empty lot near theatre. Ducats go to shooters hitting bull's eye most times out of ten with Bee-bee guns. Plug comes in with displays and stills on film—especially blow-ups of those at right.



(left) Still No. SG Pub. A52—10c

Still No. EGR Pub. A207—10c

FAKE ARREST ON STREET

For a stunt that's a little hokey, but might go in your town we suggest this: Two men get into a fight on a busy street corner, more noise than blows. A car, looking like a police car, drives up with screams of sirens, etc. Man hops out, flashes his badge, handcuffs pair, and while crowd stares (you hope) he shoves 'em into car. Then with the crowds still watching, he pulls down window shades on all sides of car—and there they see a swell plug for the film. Stunt can be repeated as many times a day as you care to work it—if you can arrange with police department for okay.

BALLY RADIO CAR



If you decorate an auto to look like official police car—have two blue-coated gents drive around in it all day, with siren sounding and banner, as attached. If you can catch P. A. system, they could snap out announcements on film as they drive along. But you'd better get okay from authorities before attempting.

FILM TOUGH GUY DISPLAY

There are 5 famous screen bad-men in this film. Robinson, Barton MacLane, Humphrey Bogart, Richard Purcell and George E. Stone. For a lobby or front display, you could make a 40x60 still arrangement of tough-looking portraits of these men. Headline reads "PUBLIC ENEMIES OF SCREENDOM WIPED OUT AS 'LITTLE CAESAR' COMES BACK IN 'BULLETS OR BALLOTS'".

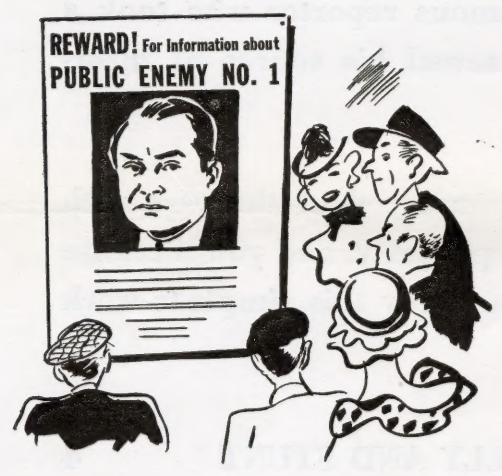
STANDING HAIR BALLY



Artist or beauty shop manager might construct wig for bally man to make him look like the lad in illustration.

TEASER 40 x 60 DISPLAY

See this illustration! If you'd like to use one like it in your lobby, all you need is a 40x60



frame and still of Robinson. Blow up photo and then have your artist paste it in frame with copy surrounding it.

GAL FIRES BLANK SHOT

Folks walking on Main Street of town will get a little drama thrown in on their stroll if you go for this gag. Plant a gal in second story window to fire a blank shot then scream after which she pulls down window shade carrying your teaser plug.

GANGSTER CAR DISPLAY

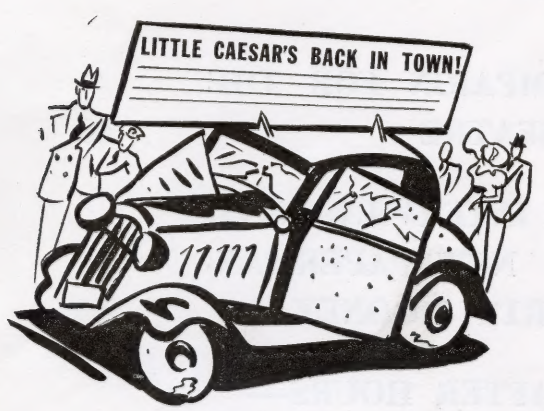


Illustration shows how you can smash a wrecked car to bits, shoot it full of "bullet" holes, and then let passers think that Little Caesar did the dirty work.

NEWS HEADLINE DISPLAY

G-Men have been in the headlines recently because of the capture of so many public enemies. Statements issued by captors tie-in with the subject of this film. Which suggests a trip down to the back-number office of newspapers to dig up all these headlines. These could be used as lobby and front display, with copy on film surprinted over the headlines.

FAKE MONEY DISPLAY



Most folks are impressed by a lot of money—even if it isn't theirs, which suggests a display like the one illustrated. You can probably get stage money and imitation gold coins to fill the box.

CAR WITH SIREN & PLUG

Equip car with an extra loud siren and shoot it 'round busy streets. Have it stop suddenly near crowds, whereupon driver pulls down shades of car—on which lookers see plug for film. Or you could do same gag from second story window on busy street, and then when folks look up to see what it's all about, your man pulls down window shade, on which your plug is printed.

SIGNS ON STOP LIGHT

We know a couple of managers who received okay to put crime prevention posters, which tied in with their G-Men show, on traffic lights. Think you can do it?

G-MEN OPEN NEW CRIME WAR

Public Enemy Slate Clean

EXPLOITATION

TELL 'EM LITTLE CAESAR'S BACK

PHONY STAGE STUNT TO SCARE YOUR AUDIENCE

Here's how you can stage a phoney stage stunt . . . to give patrons a thrill and sell this show at the same time. After showing of current film, spotlighted man steps out on stage. His spiel, told in a dramatic tone, should go along these lines:

"Ladies and Gentlemen—In 1932, Little Caesar, the most notorious gangster of the day disappeared. That was when I decided to come forward to expose a murder-mystery that has baffled the police for years—the killing of Chet Thornston. My reason for waiting all these years, I'm sorry to admit, is because I was afraid . . . afraid of what would happen to me. Now, I feel that everything is cleared up, so I've asked the manager of this theatre to allow me to tell this most amazing story behind this fiendish, cold-blooded murder and expose the man who committed it . . . the murderer of Thornston is living in this town right now . . . His name is . . ."

At this moment, a man in the audience stands up and shoots a blank cartridge gun at stage, your stooge falls as if shot, and a girl in the audience stands up and screams . . . **"Little Caesar Is Back"**. At this point, lights go out. Stunt can be used as teaser or else you can follow with the action-trailer.

FOOTPRINTS ON STREET



Illustration tells you all about this stunt. Your artist can make the outline of feet, with copy as indicated . . . and a man with paint and whitewash is all you need to complete stunt. Might be a better idea to use a black paint solution—if you can secure the necessary permission from the authorities.

SLIDE CARRIES WARNING

Here's an impressive theatre teaser. Make up slide with "hurriedly prepared" to read: **"FLASH !!! Via Official Report from C. P. Wire !!! Little Caesar Is Coming Back !!!"**

SURPRINT NEWSPAPERS

An old gag, but workable on this film is the surprinting of backnumber newspapers with "Little Caesar's Back". Or to save time and trouble, you can forget about the surprinting, arm some kids with a couple of newspapers and send 'em out **extrying!** Then instead of handing out papers, folks get a herald on film.

Suggestions on this page are designed to tell the folks that "Little Caesar" has returned to town. This promotion covers practically every bally angle from theatre and front to street and radio.

"COP" WARNS AUDIENCE

Man dressed in policeman's uniform, can step on stage between shows after house lights up, and spiel something like this: "I have just come from headquarters, and it is my sad duty to tell you people that for the next week you'll have to lock your doors and bolt your windows . . . because Little Caesar's Coming Back To Town." If you prefer, he could go on from there and plug film. But it might prove more effective if you just leave audience guessing.

WARNING IS SCARE NOTE

Your local printer can make up—and inexpensively too—a scare note reading **WARNING "Little Caesar's Coming Back"**. This should be crudely printed on cheap paper as if done by hand. This will make 'em seem authentic and cut down cost at the same time. Your guy who hands 'em out should be a little shifty about his job, furtively slipping 'em to passers—and acting very secretive about the whole thing. He could also drop 'em where folks are bound to pick'em up.

PLUG IN THE NEWSREEL

You can work your "Little Caesar" plug right into the newsreel in two ways. First make up a slide, captioned to look like a legitimate newsreel clip. On it is printed something like: "New York, N. Y., June 3, 1936. New York Detectives are scouring the city after a report that sent a chill through the spines of every person in that city . . . **LITTLE CAESAR'S COMING BACK**".

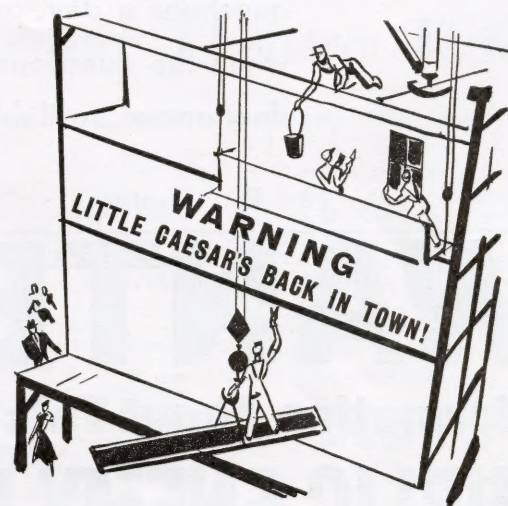
CLASSIFIED TEASER AD

Don't forget the newspapers when teaser campaigning. We suggest personal column plant something like this: **"LOUIS: Better lay off the West Side. Little Caesar's Coming Back To Town. MUGSIE."** You could also spot small boxes on movie page in advance of your regular campaign. Copy this in bold face type—**"Little Caesar Is Coming Back"**.

FLASH NEWS OUT FRONT

You can work that different P. A. system stunt out front, by taking up with local news agency to flash you the latest happenings. You give a regular news broadcast every half hour—using legitimate news, except that you insert a couple of "Flash! Little Caesar's Coming Back" announcements. Same idea could be worked without a P. A. system, by having a boy print news on blackboards over marquee, inserting teaser line every few minutes.

SIGN ON CONSTRUCTION



Signs like the one in illustration could be tacked near spots where men are working, such as building constructions, sewer work and excavations.

NEWS FLASH FOR RADIO

For an exciting spot announcement, you can tease listeners during the day, by having announcer yell excitedly after programs are concluded (especially news broadcasts) **"Flash! Little Caesar is on the way back to town. Be on the lookout!"**

SPECIAL RADIO PLUG

For radio spot announcement, how about staging a take-off on the currently popular 'Man on the street' broadcasts. Here's how!

ANNOUNCER: *And here we are, ladies and gentlemen of the radio audience, on the corner of Main and Cherry Streets, giving you another in our weekly series of 'Man on the Street' broadcasts. And now, young man, would you mind answering a few questions.*

MAN: *No, not at all.*

ANNOUNCER: *Name?*

MAN: *John Jones.*

ANNOUNCER: *And what do you think of the news that Little Caesar's Coming Back.*

MAN: *I'm happy about it.*

ANNOUNCER: *Happy? Why?*

MAN: *Because Little Caesar is Edward G. Robinson, and what you just said means that he's coming back in his latest Warner Bros. film, "Bullets and Ballots", which opens at the.....Theatre next Friday.*

ANNOUNCER: *And I'd like to add . . . that an all-star cast, headed by Joan Blondell, supports Mr. Robinson in the film.*

SCARE HEADLINE HERALDS

You might prepare locally a headline-type of herald, with copy about **"Little Caesar's Return To Town"**. Kids scoot around town handing 'em out, barking headlines all the time.

TACK CARDS TEASE 'EM

Tack cards with teaser copy about Little Caesar's return might be another good way to further this promotion.

"Higher-Ups" Branded as New Enemy No. 1

G-MEN SEIZE LAST FUGITIVE

EXPLOITATION

'WANTED' POSTERS AS UNUSUAL QU

Novel contest on these pages challenges fans' knowledge of famous screen bad men. Five questions a day, prepared so that everyone thinks he's going to win . . . until the last day, when the questions toughen up. Five illustrations (type and photos) for newspaper reproduction are available in one mat. Order Mat No. 505—50c

(1st Day Contest)

WANTED

Information About This Screen
PUBLIC ENEMY NO. 1



Known as
"RICO BANDELLO"

DESCRIPTION:-

Height5 ft. 8 in.
Weight158 lb.
Hairblack
Eyesbrown

1. Who is this star.....?
2. In what film "Rico Bandello".....?
3. Is his wife Gladys Lloyd Robinson.....?
4. Have they a son.....?
5. New starring vehicle.....?

(Lead Off Publicity)

Win Rich Awards In New 'Cops and Robbers' Contest

Remember when you used to play "Cops and Robbers"?

It's still being played, not only by children, who enact their game roles very seriously, but by the millions of adults who delight in detective stories and thrill to the exploits of city and Federal detectives in their battles against crime as depicted on the screen.

Now you've got a chance to play it again and get real prizes as well as satisfaction if you win.

Tomorrow the . . . (newspaper) introduces a new and novel five-day contest inspired by Edward G. Robinson's latest stellar vehicle, "Bullets or Ballots," the First National picture coming to the . . . Theatre on . . .

The war against organized rackets and entrenched gangs is being carried on in most of the country's big cities, with local police and G-Men co-operating in a nationwide attack. Millions of people have seen the Warner Bros. and First National films built around actual accomplishments of the law enforcement officers. "Bullets or Ballots" is the greatest and most thrilling of them all. It was written by Martin Mooney, the New York reporter who exposed the rackets in his newspaper and went to jail for 30 days rather than reveal his sources of information.

The . . . (newspaper) has taken a number of the most popular motion pictures dealing with the subject, and has arranged a series of questions to determine which of its readers have the best motion picture memories. Simply clip the five contests, answer the questions that appear with each, and, when the final contest has appeared, rush your answers to the "Bullets or Ballots" Contest Editor of the . . . (newspaper) before . . . (date) when the contest closes.

Two tickets to the . . . Theatre to see Edward G. Robinson in "Bullets or Ballots" will be awarded to each of the 25 contestants submitting the most nearly accurate replies.

The first contest will appear in the . . . (newspaper) tomorrow.

CONTEST RULES

(1) All replies must be sent to the "Bullets or Ballots" Contest Editor of the . . . (newspaper) before . . . (date). No entries will be considered which are received after that time.

(2) Answers may be written on the contest blanks themselves or on separate sheets of paper, indicating the day of the contest and the number of the question.

(3) Name and address of the contestant should be printed on each list of answers submitted.

(4) Prizes will consist of two tickets to the . . . Theatre for every contestant who submits an absolutely accurate list of replies.

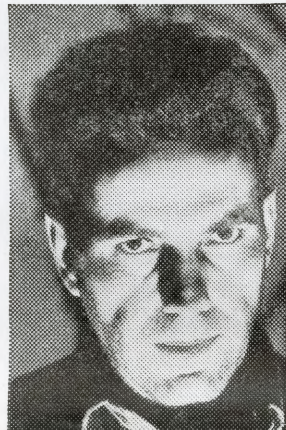
(5) Should fewer than 25 contestants have correct answers, prizes will be awarded to the 25 whose replies are most nearly accurate.

(6) Do not send in any replies until the entire set of five contests has been published.

(2nd Day Contest)

WANTED

Information About This Screen
PUBLIC ENEMY NO. 1



Known as
"DUKE MANTEE"

DESCRIPTION:-

Height5 ft. 10½ in.
Weight150 lb.
Hairdark
Eyesbrown

1. Who is this man.....?
2. On stage in "Petrified Forest".....?
3. In what film was he "Duke Mantee".....?
4. Is he a New Yorker.....?
5. Now in what Robinson film.....?

Free Theatre Tickets For Winners In Movie Contest

Reward for information!

Do you know the Public Enemy No. 1 pictured above, and whose description is also printed?

If you recognize him, and remember something about him, here's your chance to cash in on your knowledge, in the new adult version of the old "Cops and Robber" game.

If you don't know him, you can still play anyway, and have just as good a chance to win as anyone else, simply by putting your movie memory to work and exercising your powers of deduction.

You'll enjoy this game, which shows you the kind of work by which the G-Men have recently captured all the missing "public enemies" on their lists. And, of course, if you do win, you'll have one of the most exciting evenings you have ever spent as a prize.

Two tickets to the new Edward G. Robinson film, "Bullets or Ballots," are the awards to contest winners, and you'll want to see it.

This is the first of a series of five contests that will appear daily in the . . . (newspaper). Each day a picture of a famous motion picture Public Enemy will be shown, together with a description and five questions, which Movie Fans are to answer.

The questions themselves are so worded as to practically supply their own answers, so that no real difficulties should be presented to any contestant who is a real Movie Fan or who can really use his powers of observation.

All that is necessary is to clip each of the five contests as it appears, write in the answers and send them to the "Bullets or Ballots" Contest Editor of the . . . (newspaper) before . . . (date) when the lists close.

Each of the 25 contestants submitting the most nearly accurate replies will receive two tickets to this most exciting of films based on actual achievements of law enforcement officers.

"Bullets or Ballots," written by Martin Mooney, the New York reporter who exposed the rackets in his newspaper and went to jail for 30 days rather than expose the sources of his information, is said to be more thrilling than "Little Caesar," in which Edward G. Robinson made his greatest hit.

It has a notable cast, including Joan Blondell, and the two film "bad men," Barton MacLane and Humphrey Bogart.

Now see how accurately you can answer these five questions, and then get ready for tomorrow's contest.

New "Cops and Robbers" Contest Is Gripping City

Are you among the hundreds of . . . (newspaper) readers who have joined in the exciting new movie contest based on the old game of "Cops and Robbers"?

If not, start in now and win yourself two free tickets to the . . . Theatre to see Edward G. Robinson in his latest and greatest picture, "Bullets or Ballots," which opens on . . .

Today, contestants are asked about "Duke Mantee," the nation's "Public Enemy No. 1," a few movies ago.

You should have no difficulty whatsoever in this contest, for the questions almost answer themselves and the simplest kind of detective work will uncover any problems that may present themselves.

Yesterday, when the contest began, you were asked to tell about "Rico Bandello," who, under his gangland name, was better known than any film villain in recent years.

Here's all you have to do to be among those who will see "Bullets or Ballots" as a reward for their efforts.

Clip the five contests — three more are to follow—and answer the questions. When all the replies have been written, send them with your name and address to the "Bullets or Ballots" Contest Editor of the . . . (newspaper) before . . . (date), at which time the lists close.

The 25 contestants submitting the most nearly accurate replies will each win two tickets to the . . . Theatre.

The movies have played a great part in arousing the public consciousness to the seriousness of tolerating organized crime and entrenched rackets and have aided in

diverting public sympathy from the underworld to those brave officers of the law whose lives are devoted to combatting the inroads of robber bands.

"Bullets or Ballots" is the story of rackets and racketeering as practiced in every great city and shows the way in which they can be stamped out.

Edward G. Robinson, who, as "Little Caesar," created the most remarkable gangster of the screen, now plays the hard boiled, quick hitting city detective who sacrifices his life to complete his job.

He is assisted by Joan Blondell, in the leading feminine role, and by those two outstanding "bad men" of the films, Barton MacLane and Humphrey Bogart, with Frank McHugh furnishing the humor that tempers the excitement of the picture.

This is your chance to see the picture as the guest of the . . . (newspaper) and at the same time have a lot of fun in the contest. Join your neighbors now in this "Cops and Robbers" game and get ready tomorrow to answer questions about another Public Enemy, "Red Sebastian."

NEW CRIME DRIVE AIMED AT "HIGHER-UPS" MEN CLEAN UP ENEMIES

EXPLOITATION

IZ FOR 5-DAY NEWSPAPER CONTEST

(3rd Day Publicity)
Strand Theatre
Tickets Free To
Contest Winners

If you were a detective, could you find "Red Sebastian"?

Of course, you may not be a detective, but you are a Movie Fan and as such you should know this particular Public Enemy No. 1, because you saw him captured by one of your own favorite stars in a recent film that did much to show how one type of crook can be laid low.

There have been many "gangster" films in the past, but there have also been the famous Warner Bros. pictures which, based on actual achievements of Federal departments, have done so much to change public apathy into active determination to rid the country of its entrenched gangsters.

These films have inspired this new . . . (newspaper) contest, that has aroused the interest of hundreds of Movie Fans in this city.

This is the third of a series of five contests based on film Public Enemies.

When all five have appeared, answer the questions as best you can and send them to the "Bullets or Ballots" Contest Editor of the . . . (newspaper) before . . . (date).

The 25 fans who submit the most accurate lists of replies will each receive two tickets to the . . . Theatre to see Edward G. Robinson in the new First National picture, "Bullets or Ballots," which opens on . . .

This is an exceptionally easy contest from the standpoint of Movie Fans, most of whom will instantly recognize the characters. Those who do not, should be able to find the answers to the questions without difficulty for the Contest Editor has, in almost every case, practically told the answers.

(3rd Day Contest)

(4th Day Contest)

WANTED
Information About This Screen
PUBLIC ENEMY NO. 1

Known as
"BLONDIE"

DESCRIPTION:-

Height5 ft. 4 in.
Weight120 lb.
Hairblonde
Eyesgrey



1. Who is this star.....?
2. "Blondie" in what film with C. Morris.....?
3. Was she born in New York.....?
4. Her first film (and Cagney's).....?
5. Now in what Robinson film.....?

New Public Enemy Contest
Comes To An End Tomorrow

If you know anything about the blonde menace shown above, you'll want to cash in on your information and join the rest of the town in chasing the Film Public Enemies.

The girl pictured above had a tempestuous career in the movie in which she had the role of the screen's only Female Public Enemy No. 1.

She's in the rackets again, only

this time she has a deep affection for one detective in "Bullets or Ballots," in which she has the leading feminine role with Edward G. Robinson.

All you need do is to study the five questions asked by the Contest Editor, and if you know them, you stand an excellent chance of being among the 25 Movie Fans who will each win two tickets to the . . . Theatre to see Edward G. Robinson in the First National picture, "Bullets or Ballots," which opens on . . .

This is the fourth of a series of five contests inspired by this new film, which was written by Martin Mooney, the New York reporter who exposed the rackets in his newspaper and went to jail rather than reveal his confidential sources of information.

The contest is an adaptation of the old "Cops and Robbers" game everyone enjoyed in childhood.

Here's more good news about the contest. Everyone who submits an absolutely accurate list of replies will receive two tickets..

In any event, 50 tickets will be awarded, two to each of the 25 contestants whose answers are the most accurate and are sent to the "Bullets or Ballots" Contest Editor of the . . . (newspaper) before . . . (date), when the contest closes, and after which no entries will be considered.

"Bullets or Ballots" is said to be the most exciting and dramatic of all detective films, exceeding in thrills even the famous Robinson film, "Little Caesar." It has a notable cast, including Joan Blondell, the two noted film bad men, Barton MacLane and Humphrey Bogart, and Frank McHugh, who has another humorous role.

The contest ends tomorrow with the search for "Killer Crail."

(Last Day Publicity)

Last Chance To Win Free
Strand Theatre Tickets

Here's your last chance, Movie Fans, to enter the . . . 's (newspaper) search for Film Public Enemies, and win yourself two free tickets to see Edward G. Robinson in the First National picture, "Bullets or Ballots," which opens at the . . . Theatre on . . .

Today the . . . (newspaper) publishes the last of a series of five contests inspired by "Bullets or Ballots," the story of racketeering in big cities written by Martin Mooney, the New York reporter who exposed the rackets in his newspaper and went to jail for 30 days rather than divulge his sources of information.

The contest takes Movie Fans back to the days they played "Cops and Robbers" by leading them on a search for the leading film public enemies, and every fan who correctly answers the 25 questions asked—five for each day—will receive two tickets to see Robinson in a role more thrilling than his famous "Little Caesar."

In this final contest, fans are asked to search for "Leggett," one of the deadliest of screen trigger men.

In order to make his identification easier for contestants, the Contest Editor has shown him as he appears in real life, and if you really have the detective instinct, the questions should put you directly on the trail of the correct answers.

When you have completed this contest, send all your answers to the "Bullets or Ballots" Contest Editor of the . . . (newspaper). Be sure they are sent before . . . (date), after which no entries received will be considered.

Everyone who submits an absolutely correct list in the time specified will receive two tickets to the . . . Theatre. In any event, 50 tickets will be awarded to the 25

contestants whose answers are most nearly correct.

No contestant, winner or not, will want to miss this greatest of Edward G. Robinson pictures. It not only shows the dangers of tolerating rackets, but one method of combating them. In the cast, besides the star, are Joan Blondell, Barton MacLane, Humphrey Bogart, Frank McHugh and many other film favorites.

ANSWERS

First Day

1. Edward G. Robinson
2. "Little Caesar"
3. Yes
4. Yes
5. "Bullets or Ballots"

Second Day

1. Humphrey Bogart
2. Yes
3. "Petrified Forest"
4. Yes
5. "Bullets or Ballots"

Third Day

1. Barton MacLane
2. "Dr. Socrates"
3. Yes
4. "G-Men"
5. "Bullets or Ballots"

Fourth Day

1. Joan Blondell
2. "Blondie Johnson"
3. Yes
4. "Sinners' Holiday"
5. "Bullets or Ballots"

Fifth Day

1. Edward Pawley
2. "G-Men"
3. Yes
4. Yes
5. No

(Last Day Contest)

WANTED
Information About This Screen
PUBLIC ENEMY NO. 1

Known as
"RED SEBASTIAN"

DESCRIPTION:-

Height6 ft.
Weight197 lb.
Hairbrown
Eyesgray



1. Who is this man.....?
2. "Red Sebastian" in what Muni film.....?
3. Is he a South Carolinian.....?
4. In what famous Cagney film.....?
5. In what new Robinson film.....?

WANTED
Information About This Screen
PUBLIC ENEMY NO. 1

Known as
"LEGGETT"

DESCRIPTION:-

Height6 ft.
Weight173 lb.
Hairbrown
Eyesblue



1. Who is this man.....?
2. In what film was he "Leggett".....?
3. Did he support Cagney.....?
4. Was he in "Treasure Island".....?
5. Is he in "Bullets or Ballots".....?

G-MEN OPEN NEW CRIME WAR

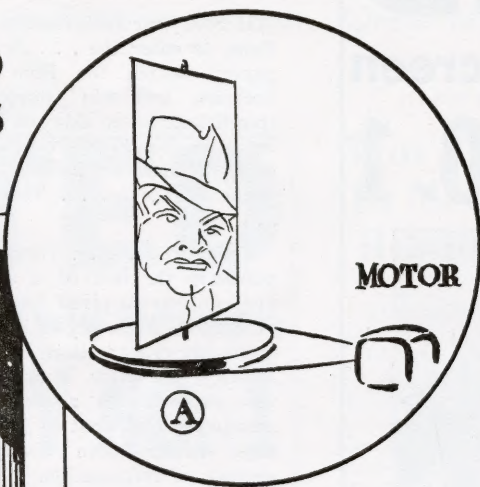
Public Enemy Slate Clean

EXPLOITATION

ANIMATION FOR LOBBY AND FRONT

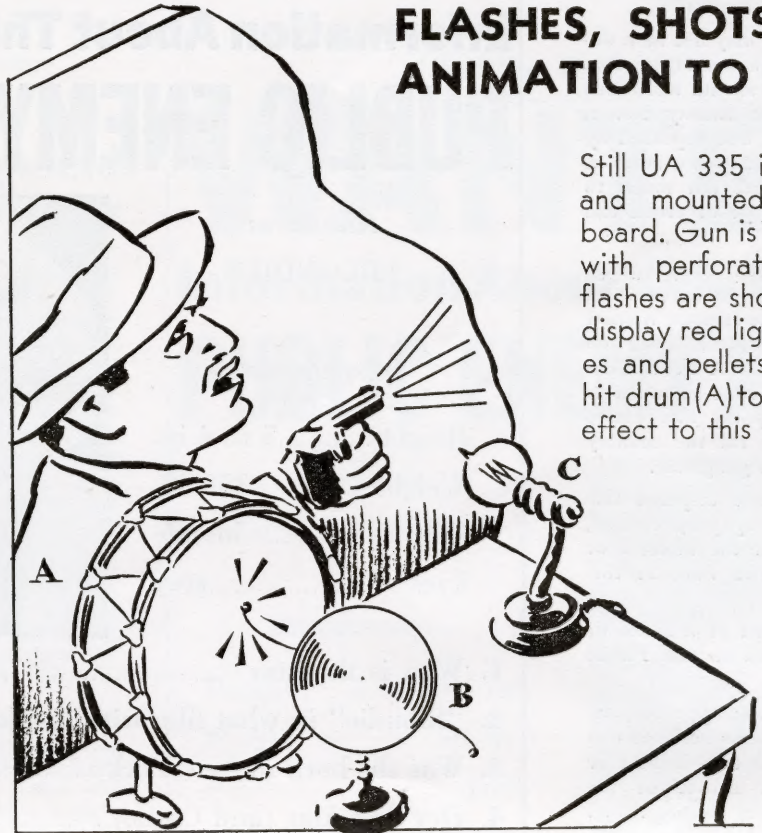
We figured that you'd be wanting some animated displays . . . so on this page we've prepared a number of mechanical suggestions which aren't too difficult or expensive. Step right up and take your pick!

REVOLVING BOARD REVEALS 3 SCENES



Cardboard has head of Robinson on one side and Blondell on the other. As it revolves, it reveals miniature set in shadow-box, showing action from picture. Cardboard is attached to turntable (A) which revolves as shown in diagram. Patrons see heads of both stars and scene with each revolution.

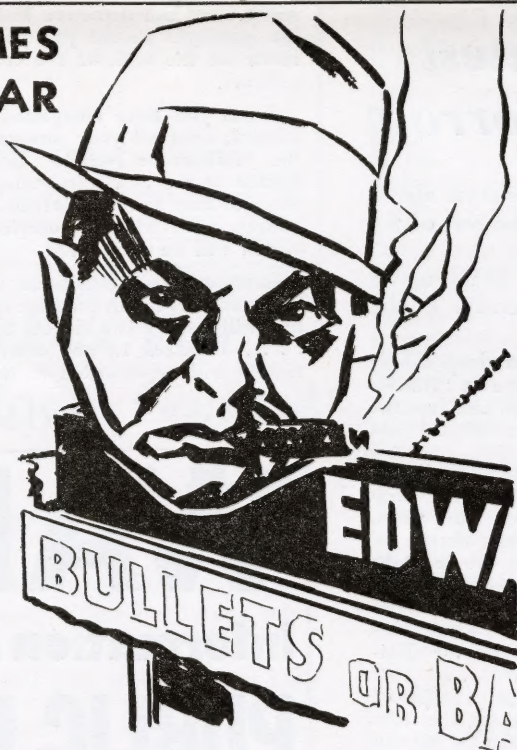
FLASHES, SHOTS GIVE ANIMATION TO FRONT



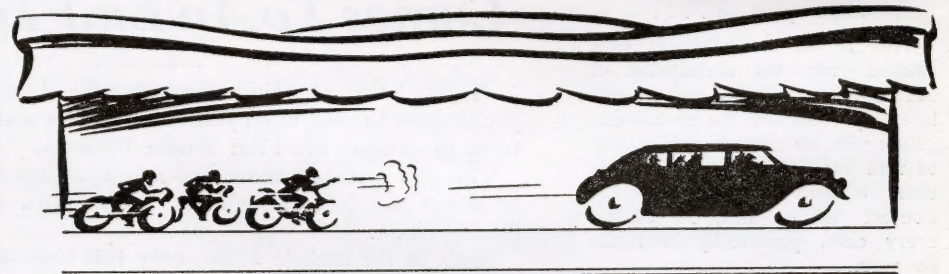
Still UA 335 is blown up and mounted on cardboard. Gun is put in hand with perforations where flashes are shown. Behind display red light (C) flashes and pellets on fan (B) hit drum (A) to give sound effect to this stunt.

REAL SMOKE COMES FROM STAR'S CIGAR

If you cut out head of Robinson from 24-sheet, you'll be able to make an attractive (we think) animation for marquee or lobby. Cigar ashes are perforated and red light shows through from behind to make it look as if it's really lighted. To add to the effect, you can rig up a kinda tea kettle and set it steaming so that effect is of smoke coming from the cigar. Be careful, because too much steam will condense, treating your patrons to an unwanted shower.

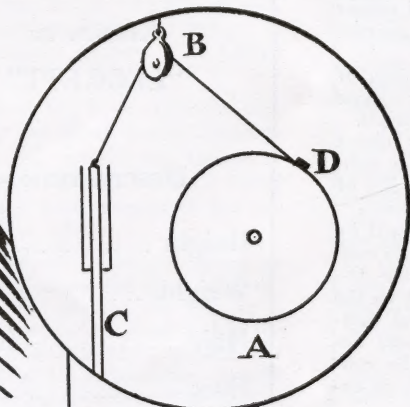
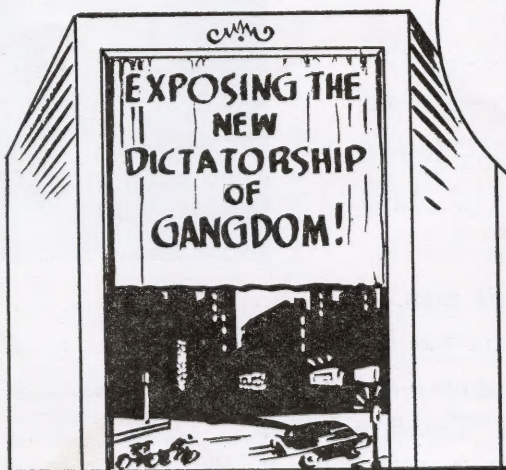


G-MEN CHASE CROOKS ON MARQUEE



For this stunt, car bearing gangsters is followed by police on motorcycles—all taking place on your front, under the marquee. Idea is worked by having background painted on board built away from front, with space enough for your mechanism in back. Motorcycles and car are then fastened to revolving belt which whizzes 'em around behind the background after they pass front. Siren should be used for sound effect.

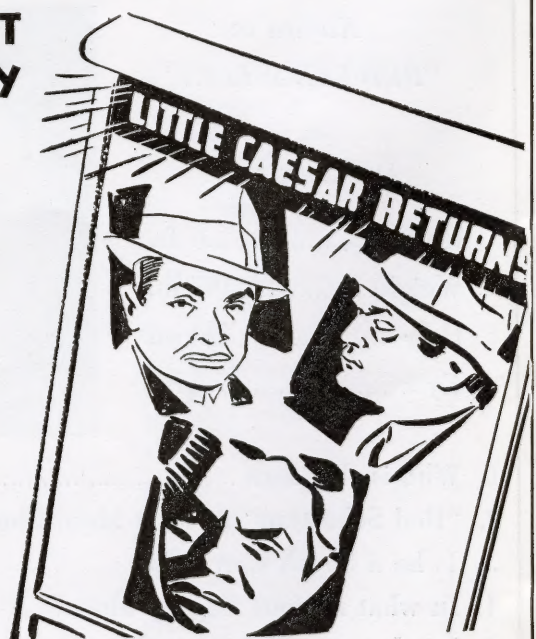
FOLKS SEE SCENE AS CURTAIN RISES



Scene set in box and curtain goes up and down. Revolving disc (A) has string attached at (D). String goes through pulley (B). As (A) revolves, curtain (C) rises and falls.

FLICKERING LIGHT ON STILL DISPLAY

Simple animation can often change a lifeless display into something that really stands out in your lobby. This display depends on flashing lights to do the trick. "Sensational" type of headline above display is cut through your lobby board and is covered from behind with colored gelatin. Light behind flashes on and off, supplying the animation.



CLASSIFIED GAG SECTION

A DIGEST of "G MEN" and "SPECIAL AGENT" CAMPAIGN HIGHLIGHTS

Away-From-Theatre Ballys



BLOODY CAR WRECKED, should be set up in prominent place with dummies strewn around. Gracias *Ernesto P. Smith, Campoamor Theatre, Havana, Cuba.*

GANGSTERS' CAR. Interested party should buy junked car and treat it with 'gunfire'. Should then be set up in front of theatre with lights on it. Ad copy tells story. Credit to *Art Barry, Macon, Ga.*

G-MAN CONTEST offers prizes to first persons identifying 'G-Man', who visits co-operating stores at times told in stores' advertising. Variation of raffles gag thought up by *Harry Creasy, Capitol Theatre, Kamloops, B. C.*

HANDCUFFED 'CRIMINALS'. Ushers walk streets, labelled as noted gangsters. Wire thanks to *C. G. Gilkeson, Iola Theatre, Iola, Kan.*

INSURANCE TIE-UP, consists of co-op herald to be distributed via both mailing lists. Copy should carry "you're on the spot" copy, advising purchase of liability insurance. All rights controlled by *Louie Lamm, Palace Theatre, Lorain, Ohio*

RADIO PATROL CAR, similar to those used by police, with P. A. system. Siren and plugging tells town about film. Thank you's for tip should go to *L. O. Robertson, Park Theatre, Tampa, Fla.*

STAFF PHONES BARS. Ushers should telephone town's drinkeries. Person answering phone is told to tell "what's-his-name" to watch out, because "Little Caesar" is coming back to town. We've adapted it but original gag was executed by *Jack Mulhall, Stanley Theatre, Chester, Penna.*

Screen Slants



SPECIAL SLIDE can be made, dedicating film to Government agents. Result, in the past, has been endorsement from local police. Caused lot of word-of-mouth according to *Bob Wile, Granada Theatre, Pearl River, N. Y.*

TRAILER STUNT. Theatre should be darkened, and shots and sirens sounded. Then trailer flashes on. Exciting interest aplenty, says *Willard Patterson, Michigan Theatre, Detroit, Mich.*

BE SURE TO
READ

THESE CLASSIFIED COLUMNS



for
7 big away-from-theatre ballys

for
8 inexpensive lobby stunts

for
5 simple newspaper & radio gags

for
8 easy-to work police items

for
2 unusual screen slants

... AND ALL TESTED AND OKAYED BY 30
OF THE INDUSTRY'S LEADING SHOWMEN

Lobby Stunts



DETECTIVE MAG GIVEAWAYS.

Get local dealer to supply you with back numbers. Stickers contain plug and playdate. To be given out to patrons. Polite praise will be appreciated by *Irv Windisch, Strand Theatre, New York City.*

HEADLINE DISPLAY, to cover most of box office. Can be clipped from recent papers. Past trials indicate unusual patron interest. Wire congrats to *Jules Fields, Central Theatre, Jersey City, N. J.*

IDENTIFICATION CONTEST.

Stills of famous gangsters to be pasted on lobby board. Patrons who identify them win ducats. Personally endorsed by *Al Plough, Commodore Theatre, Philadelphia, Penna.*

PICTORIAL HISTORY of desperado can be rigged up into lobby display. Tie-in copy should read "Torn from screaming headlines". Contact newspaper morgue for photos and wire thanks to *Ben Katz, Milwaukee, Wis.*

SPECIAL DISPLAY. Surprint pic's ad copy over feature stories from dailies telling of G-Men's work. Past performance warrants trial. Credit *Sid Dannenberg, Hippodrome Theatre, Cleveland, Ohio.*

STILL DISPLAY showing action stills from picture. Of great interest to prospective patrons, according to *Zeb Epstein, Strand Theatre, New York City.*

Lobby Stunts (Continued)

STILLS OF SLAIN GANGSTERS.

Pix of torsos of famous G-Men victims to be placed in lobby display. Considered intensely interesting by sponsor, *Bob Talbert, Carolina Theatre, Spartansburg, S. C.*

TELETYPE MACHINE, with operator, to be promoted from local telegraph office and set up in lobby. Girl at other end sends messages plugging picture. Has aroused much patron interest in past. Credit *Stewart Tucker, Byrd Theatre, Richmond, Va.*

Newspaper & Radio Angles



CLASSIFIED ADS, to tease reader. Should be written to resemble message from one gangster to another. Success reported by *Charles K. Eagle, Trenton Theatre, Lynchburg, Va.*

EXTRAS PRINTED. Screaming headlines to be printed on old newspapers and distributed by newsies with usual yelling. Vote of thanks to *Joe Cooper, Stuart Theatre, Lincoln, Nebr.*

FEATURE STORY PLANT. Try to get editor to run big feature on crime and crime detection. Then you make up special herald with story, surprinted in red ink, for patron distribution. A bottle of thank you's to *George Irwin, Lyceum Theatre, Duluth, Minn.*

Newspaper & Radio (Continued)

TEASER SPOT ANNOUNCEMENT, to be used as sort of news flash. Spiel should read "A war against crime will be waged here next Friday." Regular announcement explains gag. For further information, drop a line to *Ben Blumberg, Stanton Theatre, Philadelphia, Penna.*

WANTED: Teaser ads in classified columns. Should describe crime in picture. Past user highly satisfied. *George Irwin, Lyceum Theatre, Duluth, Minn.*

Police Items



BLOW UP POLICE RAVES. Hold special screening for police and blow up their raves for lobby display. Credit will be appreciated by *Leon D. Miller, Strand Theatre, York, Penna.*

CRIMINAL-CATCHING APPARATUS, to be borrowed from police and lobby displayed. Should include scientific as well as strong-arm detection instruments. Successfully used by "*Doc*" *Lee, Paramount Theatre, Brooklyn, N. Y.*

DRIVE CAREFULLY CAMPAIGN. Will need police co-operation. Tell folks that bad drivers are public enemies. Guest tickets for most careful drivers. Neatly done by *Nick Warren, Criterion Theatre, Anderson, S. C.*

FINGERPRINTING APPARATUS in lobby. Always big hit when used for first time. Police generally willing to co-operate. Recently pulled by *Charlie Carroll, Victoria Theatre, Ossining, N. Y.*

PATRONS' INFORMATION will be appreciated by police. Place large box in lobby with sign asking folks to deposit any available dope on criminals. Bouquets to *Bill Hendricks, Memphis Theatre, Memphis, Tenn.*

POLICE AWARDS for distinguished service can be made in theatre. Should notify plenty of cops. Nice work by *Al Plough, Commodore Theatre, Philadelphia, Penna.*

POLICE SCHOOL INVITED to special screening. They should march to theatre, possibly with band and banners. Orchids to *Charlie Smakowitz, Albany, N. Y.*

WEAPON DISPLAY of confiscated burglar implements to be loaned by police for lobby display. A doff of the toupee to *Francis Deering, Loew's State Theatre, Houston, Texas.*

"Higher-Ups" Branded as New Enemy No. 1

G-MEN SEIZE LAST FUGITIVE

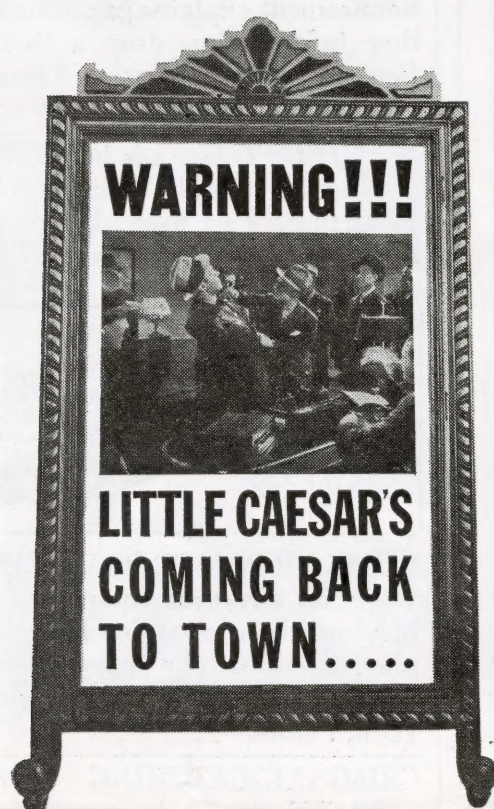
EXPLOITATION

PROMOTION OF THE MONTH

A Minimum Budget Campaign for Smaller Theatres

LOBBY and FRONT

40 x 60 LOBBY TEASER



You can tease 'em in lobby or out front with a display inserted in a 40 x 60 frame, as shown above. Your only expense is the lettering and the cost of blowing up still No. UR 82—which you can buy for a dime. If you don't want to go to the expense of enlarging still, you can use two or three photos to complete display.

DISPLAY OF WEAPONS

Sure it's an old stunt, but a lobby display of gang-busting weapons still get attention. You can fill lobby or front with machine guns, tear gas bombs, etc., and in all probability the stuff can be borrowed from police or local armory.

BOLD HEADLINE DISPLAY

The display of G-Men headlines, mentioned on page 4, can be done by you for lobby or front—without spending any time . . . and all it'll cost is the price of the newspapers.

CONTEST FOR LOBBY

5-day contest, illustrated on page 6 and 7 can be adapted for lobby use this way. Wanted posters are displayed daily, with pencils and paper in lobby for contestants to jot down their answers. Contest is presented excitingly and appears simple enough to keep folks interested. Cost? A couple of ducats should satisfy winners.

PIC'S SLANG AS CONTEST

On page 24 you'll find a publicity story telling about the slang used in film. If you look it over, you'll probably find enough slang expressions for one-day contest. If you think they're too easy, you can chuck in a few stickers to puzzle 'em.

Here's another page of promotion ideas for the light budget boys. If you're planning a big campaign (and we think you are), follow the ideas suggested on this page, add a couple of your own, and you'll find that you've covered just about every promotion angle—and you haven't spent that \$10 bill doing it.

BALLY IDEAS

We've given a whole page to bally ideas—since you'll want to use plenty of 'em in this picture. They're on page 4—and most of them can be done at very little cost. All you'll need to put most of them over is an usher or two, or a car which you've probably got. Look 'em over and be amazed at how many you can work no matter how limited your budget.

BALLOTS AS HANDOUT

In all probability your town will be all het up about local or national elections when you play this film. Why not tie-in by handing out the ballots made available from Economy Novelty Co., illustrated on page 31. You can hand out 1000 of 'em, and it'll only cost you \$2.50—which includes theatre imprint. Cheap enough?

TEASING WITH TACK CARD

No matter how small your theatre is, you, too can participate in most of the teaser stunts on the "Little Caesar's Return", outlined on page 5. Most of the gags require very little time and even less money.

POSTER CUT-OUTS



From 24 and 1-Sheet



From 6-Sheet



From 3-Sheet


Cut-outs from posters, shown here, can be varnished and mounted, and then used for lobby, front and over marquee. They're colorful and attractive . . . and if you want to get flash without spending very much—they're a good bet for your campaign.

NEWSPAPER ADS

The 1-col. slug and ad reproduced here have been prepared especially for theatres in small situations. They can be used for your ads, in heralds and in programs.

Exposing
**THE NEW NATIONAL
NETWORK OF CRIME!**


Broadcasting the facts about
the higher-up Rats of the
Rackets—and how the law
is going to rub them out!



EDW. G.
ROBINSON
in
**"BULLETS OR
BALLOTS"**
with
**JOAN BLONDELL
BARTON MacLANE
HUMPHREY BOGART
FRANK McHUGH**
A First National Picture
Directed by William Keighley

73 lines—Mat No. 112—10c

EDWARD G.
ROBINSON
in
**BULLETS OR
BALLOTS**
JOAN BLONDELL
BARTON MacLANE
HUMPHREY BOGART
FRANK McHUGH
A First National Picture
Directed by Wm. Keighley



22 lines—Mat No. 116—10c

CO-OP STUNTS

POLICE CAN HELP SELL

You've got a police force in your town—even if it's only one man. A phone call or a visit to police station might result in some worthwhile cooperation—without you having to spend a cent. Ideas on how to tie-in the force will be found on page 9.

COSTLESS TESTED IDEAS

If you're looking for costless ideas that have been tested on former films of this type, look at page 9. Some of the ideas on that page do cost a couple of bucks, but there are many that cost practically nothing. We solicit your careful consideration.

NEW CRIME DRIVE AIMED AT "HIGHER-UPS" MEN CLEAN UP ENEMIES

EXPLOITATION

3 WAYS TO TELL THEM ABOUT MARTIN MOONEY

No need telling you that the Martin Mooney, who wrote story for films, is the same fellow who amazed New York with his exposure of racketeering, and was sent to jail for contempt of court for refusing to divulge the source of his information. We think it would be a good idea for you to get this point across to your patrons with a few stunts based on this reporter's work. Here they are:

STORIES FOR LOBBY DISPLAY

Mooney's trial received plenty of publicity in papers all over the country, which suggests digging through newspapers files for stories for lobby display. Tie-in copy tells that he's the author of this film.

AWARD FOR BEST REPORTING

Bearing Martin Mooney in mind, you might sponsor a movement to honor reporter in town who's done outstanding work in exposing crime. Naturally, you honor him in theatre, possibly by awarding him medal or scroll. Should rate plenty of publicity, no?

DEBATE ON MOONEY'S ACTION

Most newspaper men believe that Mooney was right in refusing to divulge the source of confidential information, but if you can find somebody who'll take the other side, you're all set for a lively little controversy.

G-MEN'S 1ST ANNIVERSARY

Release of this film marks first anniversary of the film "G-Men". So why not base a coupla stunts on this fact? Display of stills from both pictures can be tied up with line saying: "On the first anniverarsy of 'G-Men' we bring you a super-successor, etc." Might also tell 'em about it in your ads.

LEKTROLITE & LEKTRO-SHAVER TIE-UP



Seen the big breaks Warner-First National stars have been getting on the national tie-up with the manufacturers of Lektrolite lighters and the Packard Lektro-Shaver? Tie-up includes:

ADVERTISING in all the big magazines.

WINDOW DISPLAYS & COUNTER CARDS for all their dealers.

You'll undoubtedly want to tie up with local dealers on this item, and to aid you, the manufacturers have offered the above stills of Bogart, Blondell and McHugh. They're FREE in limited quantities, so order yours early.

For stills and information about the Lektrolite, write:

Platinum Products Co., Inc.
521 Fifth Ave. New York City

For stills and information on the Packard Lektro-Shaver, write:

Progress Corporation
1 East 43rd St. New York City

CONDUCT STRAW VOTE

If there are any elections taking place in your town 'round the time you play picture, it oughta be a good idea to conduct a straw vote of your own among the patrons. Just print up ballots and let 'em vote for their favorite candidate. Send results to newspaper for possible tie-in break.

FILM SUGGESTS SPEECH

Title of film would make good title for law enforcement speech by civic leader or public official. So the next time Rotary Club speaker is in need of a subject, you might suggest this one. And while you're thinking of logical speakers, why not see if some member of the clergy wants to use the idea as the basis for his sermon?

Another Tabloid Herald To Let 'Em Know About The Bigness Of Your Show!.....

Crammed with cuts and copy and designed with only one purpose—to sell your show! Each page is 11 inches wide by 16 inches deep, and ties in perfectly with the spirit of the campaign. Stars and story are sold with uniform punch!



Unimprinted Tabloids will cost \$3 per M. Tabloids complete with playdate imprinted available at prices listed on order blank. Cash with order or C. O. D. All orders shipped within 24 hours. Use order blank shown.

Order only from

POST PUBLISHING CO.
Appleton, Wisc.

(TABLOIDS NOT AVAILABLE AT EXCHANGES)

TABLOID ORDER BLANK

To POST PUBLISHING CO.

Appleton, Wisc.

Ship to:

Address

City..... State.....

Quantity..... "Bullets or Ballots" Tabloids.....

Date.....

PRICES including imprinting of your theatre name and date. F. O. B. Appleton, Wisc.
3M to 10M—\$3.25 per M;
10M to 50M—\$2.75 per M;
50M to 100M—\$2.50 per M;
Over 100M—\$2.25 per M.
MINIMUM ORDER—3M

With the following imprint.....

Theatre Manager

SHIP: (EXPRESS
(FAST FREIGHT
(TRUCK

ENCLOSED: (CHECK
(MONEY ORDER
(C. O. D.

Post Publishing Co. will accept telegraph orders for C. O. D. shipment. All orders shipped within 24 hours.

G-MEN OPEN NEW CRIME WAR

Public Enemy Slate Clean

EXPLOITATION

HAND-COLORED PHOTO STANDEES



Standees are hand-colored
and easel-backed.

Priced at

\$6.50

each

2 or more

\$5.75

each

PROMPT DELIVERY

Order directly from

American Display Co., Inc.

525 West 43rd Street
New York City



REGULAR 7 x 9 HERALD

In Addition To Special Tabloid

Regular herald on this picture is printed in two brilliant colors and measures 7"x9". A trick fold makes it more striking than usual—something that your patrons will be sure to read. Reverse, as usual, is reserved for your imprint. Prices are: 1 to 4M—\$3 per M. 5M and over—\$2.75 per M. Be sure to see it

AT YOUR EXCHANGE

CRIME SPEECH ON AIR

Possibly you can get speaker who discusses current problems to speak on crime prevention to the radio fans. Need we tell you that in the course of his speech he mentions the picture you're playing?

FREE RADIO SKETCH

As much of the punch and drama of this exciting film can be crammed into twelve minutes makes this radio sketch one of the best selling slants you could possibly use on picture. Three minutes, as usual, are reserved for your plug. A note to Campaign Plan Editor, 321 West 44th Street, New York City, will bring you a mimeographed copy for each member of the cast by return mail.

BULLET-BALLOT DISPLAY

For lobby or window, how about a display of bullets and ballots. Caption reads: "Will bullets or ballots govern this country? Find out by seeing Edward G. Robinson in etc."

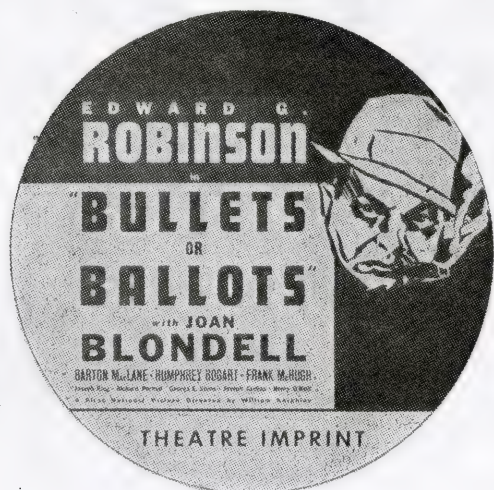
POLICE CO-OPERATION

Film practically begs for police co-operation, and we suggest that you take advantage of it. Law enforcement groups as well as police will be interested in picture. Try to get police chief endorsements and see if you can get in a crime prevention campaign. On our page of tried-and-true G-Men stunts you'll find plenty of items that call for police co-operation. Why not glance at 'em and see if there aren't a few that might be workable locally?

TELLING THE GRADS

If you're playing film 'round graduation, you'll want to make special effort to tell students about show. Seniors generally hold graduation parties, so maybe you can persuade 'em to make seeing picture part of the celebration. Another angle would be to try to get principal, or whoever makes the speeches, to mention crime (and your picture) when he talks about the new world they're entering.

YOUR AUTO ADS



Tire cover, illustrated above, is made of durable cardboard, with rubberoid slip cover. Processed in three brilliant colors. Prices:

1 to 9—45c each

10 to 49—40c each

50 and over—35c each

Add \$2.50 for imprinting to orders of less than 100. Over 100, imprinting free.

Order directly from

CLUFF FABRICS PRODUCTS

655 W. 55th Street

New York City

A VARIETY OF ENTERTAINMENT PRESENTED BY VITAPHONE

DAVE APOLLON & BAND in "MEET THE KERNEL" (Melody Masters Series). Dave and his boys in an entertaining musicalaff reel that oughta please all.

(10 minutes—No. 1510)

"FISH TALES" (Looney Tunes Series). Wherein Porky Pig gets roasted at the bottom of the sea before escaping from the deep sea menaces.

(7 minutes—No. 1708)

"TD LOVE TO TAKE ORDERS FROM YOU" (Merrie Melodies Series). Baby Scarecrow is taught the rudiments of effective scarecrowing by Papa Scarecrow.

(7 minutes—No. 1407)

WINI SHAW and PHIL REGAN in "ROMANCE IN THE AIR" (Broadway Brevities Series). A musical satire on amateur broadcasts and fake radio talent schools. Wini and Phil top a gang of clever entertainers in this musical short.

(21 minutes—No. 1032)

"IRONS IN THE FIRE" (Our Own United States Series). An unusual E. M. Newman short that's packed with human interest. Expert narration is contributed by John S. Young, famed radio commentator.

(11 minutes—No. 1911)

**SPEEDING
TO THE SCREEN
ON A WAVE OF
HEADLINES!**

The Torrid, Timed-
to-the-Minute
Revelations of

G-MEN CLEAN UP ENEMIES

NEW CRIME DRIVE AIMED AT "HIGHER-UPS"

THE UPPERCRUST OF THE UNDERWORLD!



"G-Men's" producers score another sensational scoop with the first big drama of the **SECRET SYNDICATE OF CRIME** that supplants the Public Enemies as the nation's No. 1 Menace!

**And Heading Gang-
dom's New Dictatorship
Is None Other Than**



EDW. G. ('Little Caesar')
ROBINSON

**CAN WE BUST THIS BRAIN TRUST
BEHIND THE CRIME TRUST?**

How high up in social circles are the real **RATS OF THE RACKETS** who are still sticking up America to the tune of 15 billion a year? **YOU'VE GOT TO KNOW—AND**

"BULLETS OR BALLOTS"

"leaves nothing to the imagination—but leaves all predecessors so far behind they'll never be missed"!—writes *'Variety's'* Hollywood Previewer with

JOAN BLONDELL
BARTON MACLANE
(Red Bastian)
HUMPHREY BOGART
(Duke Mantee)
FRANK McHUGH



**THE STORY OF THE "G-MEN'S"
NEW JOB! . . . THE YEAR'S
MOST SENSATIONAL NEW HIT!**

Also Joseph King • Richard
Purcell • George E. Stone
Joseph Crehan • Henry O'Neill
A First National Picture
Directed by William Keighley

'Little Caesar'
Gangs Up with
a 'Smart Money'
Blonde!

T H E A T R E D a t e

1085 lines—Mat No. 501—50c

(FOR 4-COL. ILLUSTRATION OF THIS AD, SEE PAGE 20)

NEW CH Public Enemy Slate Clean
"Higher-Ups" Branded as New Enemy No. 1
G-MEN SEIZE LAST ENEMY

They've Got
The Public
Enemies-*but*

**CAN THEY BUST THE BRAIN
TRUST BEHIND THE CRIME TRUST?**



Now Watch the cops crack
down on the *Secret Friends*
of the *Public Enemies* . . .
the higher-up *Dictator-*
ship of Modern Gangdom
that's still sticking up
America to the tune of
\$15,000,000,000 a year!



... Will "Little
Caesar" rat on
this Secret Syn-
dicate of Crime?

... Can he save
his own skin by
turning in the
Big Bosses? ...

... Will a mob of
muscle men like
this let him get
away with it? ...

EDWARD G.
ROBINSON

"tops all previous gangster performances," (says 'Variety's' previewer) in

"BULLETS OR BALLOTS"

with JOAN

**BLONDELL
BARTON MacLANE
HUMPHREY BOGART
FRANK McHUGH**



Come a-runnin'
to see this "differ-
ent, vivid, punchy"
lead-loaded ex-
pose from "G-
Men's" producers!

Also
JOSEPH KING
RICHARD PURCELL
GEORGE E. STONE
JOSEPH CREHAN
HENRY O'NEILL
A First National Picture
Directed by William Keighley

THEATRE

SENSATIONAL As "G-Men"!
TIMELY As This Paper You're Reading!
TRUE As You're Sitting Here!



Producers of "G-Men"
First Again with Shock-
ing Inside Story of Se-
cret Syndicate of Crime!

**NEW DICTATORSHIP OF
GANGDOM EXPOSED!**

See all about it in this
lead-riddled drama
based on *facts*
dug out by Martin
Mooney, the reporter
who "wouldn't talk,"
and now revealed by

"Little Caesar"
Heads Higher-Ups
in \$15,000,000,000
Annual Stick-Up!

**BRAIN TRUST BEHIND
CRIME TRUST REVEALED!**

EDWARD G.
ROBINSON

in
**"BULLETS OR
BALLOTS"**

"SOMETHING
NEW in sus-
pense-laden
melodramatic
entertainment"
writes a Holly-
wood previewer

with JOAN

**BLONDELL
BARTON MacLANE
HUMPHREY BOGART
FRANK McHUGH**

A First National Picture
Directed by William Keighley



THEATRE

326 lines—Mat No. 212—20c

646 lines—Mat No. 304—30c

(FOR 2-COL. ILLUSTRATION OF THIS AD, SEE PAGE 19)



**"\$15,000,000,000
A YEAR-OR ELSE..**

**We'll poison your food! Ruin your business!
Terrorize your home! Give you the works!"**

WHO are the unknown Dictators of modern gangdom?



HOW are they able to rob America of more gold than we have in the national Treasury?

WHAT "higher-ups" is Little Caesar covering up?



HOW is the government going to rub out this Secret Syndicate of Crime?

**LEARN THE AMAZING ANSWERS FROM
THE PRODUCERS OF "G-MEN" AND**

EDW. G.

ROBINSON
"BULLETS OR
BALLOTS"

with
JOAN BLONDELL
BARTON MacLANE
HUMPHREY BOGART
FRANK McHUGH

A First National Picture
Directed by William Keighley



T H E A T R E

392 lines—Mat No. 220—20c

"Higher-Ups" Branded as New Enemy No. 1
NEW CRIME DRIVE
G-MEN CLEAN UP 'ENEMIES'
WILL LAST FUGITIVE
CLEAN

**HAVE WE
WON THE
WAR ON
GANGDOM?**

**They've Got The
Last Of The Public
Enemies . . . but**

Why are we still paying 15 billion annual tribute to the higher-up **RATS OF THE RACKETS?**

Who lets this thriving thievery flout justice and the law?

How is the government going to rub out this **SECRET SYNDICATE OF CRIME?**

**ONE MAN KNOWS
THE ANSWER! . . .
FIND OUT FROM**

EDWARD G.
Robinson

**In This Lead-Loaded Exposé
of Crime's New Dictatorship!**

**Bullets OR
Ballots**

**From the Producers of 'G-Men'
. . . . and Twice as Thrilling!**

with **JOAN
BLONDELL**
BARTON MacLANE
HUMPHREY BOGART
FRANK McHUGH

JOSEPH KING
RICHARD PURCELL
GEORGE E. STONE
JOSEPH CREHAN
HENRY O'NEILL
A First National Picture
Directed by William Keighley



**Come
Today—See
"SOMETHING
NEW, DIFFER-
ENT, VIVID,
PUNCHY"**
Hollywood
Previewer



470 lines—Mat No. 216—20c

Wednesday!
LITTLE CAESAR
MOVES IN

To Top the Secret Syndicate of Crime That's "Taken Over" from the Public Enemies!

EDWARD G. ROBINSON
Heads Gangdom's New Dictatorship in Warner Bros.
"BULLETS OR BALLOTS"
with **JOAN BLONDELL**
BARTON MACLANE
HUMPHREY BOGART
FRANK McHUGH
A First National Picture
Directed by William Keighley
THEATRE

'G-MEN'S' PRODUCERS give you "something new in suspense" — "out-gee-whizzes 'G-Men'" write Hollywood Previewers!




192 lines—Mat No. 213—20c

HEADS NEW CRIME
DICTATORSHIP
His Secret Syndicate Supplants Public Enemies as Nation's No. 1 Menace

EDW. G. (Little Caesar)
ROBINSON
Moves In On the Modern Mobs In
"BULLETS OR BALLOTS"
with **JOAN BLONDELL • Barton MacLane**
Humphrey Bogart • Frank McHugh
A First National Picture directed by William Keighley
THEATRE

"Outsmarts 'Smart Money' and Out-Ge-Whizzes 'G-Men'" raves Los Angeles Herald-Express.



118 lines—Mat No. 221—20c

"G-MEN'S" PRODUCERS NOW GIVE YOU
A LEAD-RIDDED REVELATION OF
THE NEW DICTATORSHIP OF CRIME!

Again Warner Bros. Raid the Headlines, to Give You the Lowdown on the Higher-Ups of the Modern Underworld!

The sensation-streaked story of the Brain Trust behind the \$15,000,000,000 Crime Trust ... now spilled on the screen by Martin Mooney, the reporter who took a jail rap because he "wouldn't talk" to a jury!


The "Smart Money" Blonde Who Defied The Top Rats of the Rackets!

EDW. G. ('Little Caesar')
ROBINSON
Muscles In On the Modern Mobs in
"BULLETS OR BALLOTS"
with **JOAN BLONDELL**
and **Barton MacLane • Humphrey Bogart**
Frank McHugh • A First National
Picture directed by William Keighley
THEATRE



294 lines—Mat No. 218—20c

LITTLE CAESAR NEW CRIME CZAR



**"Takes Over" Collection
of \$15,000,000,000
Annual Tribute for Se-
cret Crime Syndicate!**


The producers of "G-Men" are
first again...with this lead-rid-
dled revelation of why the
Public Enemies get the "hot
seat"...while the unknown Big
Bosses of Gangdom sit pretty!

**Heads Huge
Crime Combine**

SENSATIONAL! TIMELY! TRUE!

EDW. G. ROBINSON in "BULLETS OR BALLOTS"

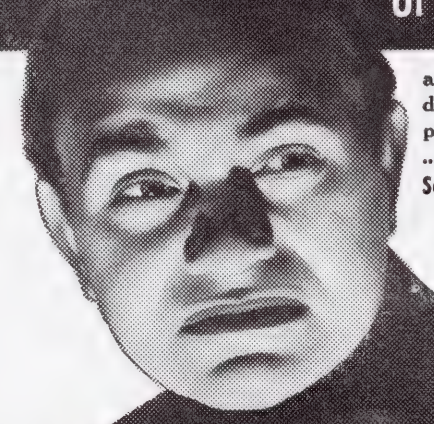
JOAN BLONDELL
BARTON MacLANE
Red Bastian
HUMPHREY BOGART
(Duke Mantee)
FRANK McHUGH
A First National Picture
Directed by William Keighley



THEATRE

226 lines—Mat No. 217—20c

"LITTLE CAESAR" BLASTS HIS WAY BACK To The Dictatorship Of Modern Gangdom



as Warner Bros.' "new and
different" underworld ex-
pose explodes on the screen
...to smash a \$15,000,000,000
Secret Syndicate of Crime!

See the Under-Cover
Friends of the Public En-
emies finally revealed in a
lead-riddled drama that
"leaves all its predeces-
sors so far behind that
they'll never be missed!"
—Variety Daily


EDW. G. ROBINSON in BULLETS or BALLOTS

with
JOAN BLONDELL • Barton MacLane
Humphrey Bogart • Frank McHugh
A First National Picture directed by Wm. Keighley

140 lines—Mat No. 214—20c

Exposing
**THE NEW NATIONAL
NETWORK OF CRIME!**

Broadcasting the facts about
the higher-up Rats of the
Rackets—and how the law
is going to rub them out!




EDW. G. ROBINSON in "BULLETS OR BALLOTS"

with
JOAN BLONDELL
BARTON MacLANE
HUMPHREY BOGART
FRANK McHUGH
A First National Picture
Directed by William Keighley

73 lines—Mat No. 112—10c

**GOVERNMENT OPENS
NEW WAR ON SECRET
SYNDICATE OF CRIME!**

"G-Men's" Producers Are
First With the Story of the
New Job!



EDWARD G. ROBINSON in "BULLETS or BALLOTS"

with
JOAN BLONDELL
BARTON MacLANE
HUMPHREY BOGART
FRANK McHUGH
A First National Picture
Directed by William Keighley

THEATRE

84 lines—Mat No. 114—10c

THE TRAILER

From copy below you might be able to get an idea
of the trailer's power. But next time you're at the
exchange, ask the boys to screen it for you . . . IT
MUST BE SEEN TO BE APPRECIATED!

Police Start Cleanup!
City-Wide Raids Ordered!
Loan Sharks Routed!
42 Sidewalk Bankers Jailed!
(These in newspaper headline treatment)

The Producers of "G Men" and "Special Agent"
Raid the Headlines for Another Dramatic Scoop!
"BULLETS OR BALLOTS"
Sensation-Streaked Story of a New York Detective
Who Smashed a Billion Dollar Crime Syndicate!

"Little Caesar" Takes Over!
Edward G. Robinson
Rules the Underworld Again
As Gangdom Makes its Last Doomed Stand!

"BULLETS OR BALLOTS"
The Final Chapter in the War on Crime!
Revealed by Martin Mooney the Reporter Who "Wouldn't Talk!"

Edward G. Robinson Tops the Thrills of All Past Hits
With Joan Blondell as the Girl Who Had a Racket All Her Own
Barton MacLane
Humphrey Bogart
Frank McHugh

"BULLETS OR BALLOTS"
Directed by—William Keighley Who Made "G Men"
Another Screen Shock From Warner Bros.

"G-MEN'S" THRILLS ARE HERE AGAIN!

One year after their historic "G-Men," Warner Bros. shock the screen again with another and totally different expose of the *NEW DICTATORSHIP OF GANGDOM!*

The first inside story of the **SECRET SYNDICATE OF CRIME** that supplants the Public Enemies as the nation's No. 1 Menace!

DON'T MISS A MINUTE OF THIS LEAD-RIDDLED REVELATION



Based on Authentic **FACTS** dug out by famous Martin Mooney, the reporter who 'wouldn't talk'!

EDW. G. ('Little Caesar')

ROBINSON in "BULLETS or BALLOTS"

"It outsmarts 'Smart Money' and out-gee whizzes 'G-Men'"
writes a noted newspaper previewer!

A
First National
Picture
Directed by
William
Keighley

with

JOAN BLONDELL

BARTON MACLANE • HUMPHREY BOGART • FRANK McHUGH

Joseph King • Richard Purcell • George E. Stone • Joseph Crehan • Henry O'Neill

A First National Picture • Directed by William Keighley

THEATRE



596 lines—Mat No. 401—40c

(THIS AD AVAILABLE IN 3-COL. SIZE. ORDER MAT NO. 303—336 LINES—30c)

NEW CRIME DRIVE
Public Enemy Slate Clean
"Higher-Ups" Branded as New Enemy No. 1

G-MEN SEIZE

They've Got The Public Enemies—but
CAN THEY BUST THE BRAIN TRUST BEHIND THE CRIME TRUST?

Now Watch the cops crack down on the Secret Friends of the Public Enemies . . . the higher-up Dictatorship of Modern Gangdom that's still sticking up America to the tune of \$15,000,000,000 a year!

... Will "Little Caesar" rat on this Secret Syndicate of Crime?

... Can he save his own skin by turning in the Big Bosses?...

... Will a mob of muscle men like this let him get away with it?...

EDWARD G. ROBINSON
"tops all previous gangster performances" (says Variety's previewer) in
"BULLETS OR BALLOTS"
with **JOAN BLONDELL**
BARTON MacLANE
HUMPHREY BOGART
FRANK McHUGH

THEATRE

Also
JOSEPH KING
RICHARD PURCELL
GEORGE E. STONE
JOSEPH CREHAN
HENRY O'NEILL
A First National Picture
Directed by William Keighley

244 lines—Mat No. 215—20c

THE STORY OF THE G-MEN'S NEW JOB!
G-MEN OPEN NEW CRIME WAR
NEW CRIME DRIVE AIMED AT "HIGHER-UPS"

THE SCREEN'S SENSATIONAL NEW HIT!

They've put the Public Enemies behind bars . . . or under ground! Now watch them go after the nation's new No. 1 Menace . . . the "protected" higher-up **RATS OF THE RACKETS!**

EDW. G. ROBINSON
in
"BULLETS OR BALLOTS"

From the Producers of "G-Men," with
JOAN BLONDELL
BARTON MacLANE
HUMPHREY BOGART
FRANK McHUGH
A First National Picture Directed by Wm. Keighley

It's an "advance proof" of THE FINAL CHAPTER IN THE WAR ON CRIME

THEATRE and DATE

'Little Caesar' Gangs Up with a 'Smart Money' Blonde

246 lines—Mat No. 302—30c

"Little Caesar" Blasts His Way Back To The Dictatorship of Modern Gangdom

EDW. G. ROBINSON
in
"BULLETS OR BALLOTS"
with
JOAN BLONDELL
BARTON MacLANE
HUMPHREY BOGART
FRANK McHUGH
A First National Picture
Directed by Wm. Keighley

54 lines—Mat No. 222—20c

THE STORY OF THE G-MEN'S NEW JOB!
THE SCREEN'S SENSATIONAL NEW HIT!

EDW. G. ROBINSON
in
"BULLETS OR BALLOTS"
JOAN BLONDELL • Barton MacLane
Humphrey Bogart • Frank McHugh
A First National Picture directed by Wm. Keighley

56 lines—Mat No. 219—20c

"Higher-Ups" Branded as New Enemy No. 1
NEW CRIME DRIVE
G-MEN CLEAN UP ENEMIES
Public Enemy No. 1
Public Enemy No. 1
Public Enemy No. 1

Warner Bros.' "new and different underworld expose explodes on the screen . . . to smash a \$15,000,000,000 Secret Syndicate of Crime!"

EDW. G. ROBINSON
BULLETS OR BALLOTS
JOAN BLONDELL • Barton MacLane
Humphrey Bogart • Frank McHugh
A First National Picture directed by Wm. Keighley

41 lines—Mat No. 115—10c

EDWARD G. ROBINSON
BULLETS OR BALLOTS
JOAN BLONDELL
BARTON MacLANE
HUMPHREY BOGART
FRANK McHUGH
A First National Picture
Directed by Wm. Keighley

22 lines—Mat No. 116—10c

"LITTLE CAESAR" NEW CRIME CZAR
EDW. G. ROBINSON
"BULLETS OR BALLOTS"
JOAN BLONDELL • Barton MacLane
Humphrey Bogart • Frank McHugh
A First National Picture Directed by Wm. Keighley

14 lines—Mat No. 113—10c


(FOR 3-COL. ILLUSTRATION OF THIS AD, SEE PAGE 14)

G-MEN CLEAN UP ENEMIES


NEW CRIME DRIVE AIMED AT "HIGHER-UPS"

SPEEDING TO THE SCREEN ON A WAVE OF HEADLINES!
The Torrid, Timed-to-the-Minute Revelations of

THE UPPERCRUST OF THE UNDERWORLD!



"G-Men's" producers score another sensational scoop with the first big drama of the **SECRET SYNDICATE OF CRIME** that supplants the Public Enemies as the nation's No. 1 Menace!



And Heading Gangdom's New Dictatorship Is None Other Than

EDW. G. ('Little Caesar') ROBINSON


CAN WE BUST THIS BRAIN TRUST BEHIND THE CRIME TRUST?

How high up in social circles are the real **RATS OF THE RACKETS** who are still sticking up America to the tune of 15 billion a year? **YOU'VE GOT TO KNOW—AND**

"BULLETS OR BALLOTS"

"leaves nothing to the imagination—but leaves all predecessors so far behind they'll never be missed"—writes *'Variety's'* Hollywood Previewer with

JOAN BLONDELL
BARTON MACLANE
(Red Bastian)
HUMPHREY BOGART
(Duke Mantee)
FRANK McHUGH



THE STORY OF THE "G-MEN'S" NEW JOB! . . . THE YEAR'S MOST SENSATIONAL NEW HIT!

Also Joseph King • Richard Purcell • George E. Stone
Joseph Crehan • Henry O'Neill
A First National Picture
Directed by William Keighley

'Little Caesar' Gangs Up with a 'Smart Money' Blonde!

T H E A T R E D a t e

708 lines—Mat No. 403—40c

(FOR 5-COL. ILLUSTRATION OF THIS AD, SEE PAGE 13)

HOLLYWOOD COLUMN ON ROBINSON

We've been receiving lots of "thank-you" letters because of the "Hollywood After Hours" series in the Warner press books. Reports indicate unusual manager success with this feature. *We're not trying to turn on the heat . . . but thought you'd be interested in learning the good news.*

P. S. Your editor might be interested in knowing that this was written by a former newspaper man who actually spent a day with Robinson to get this dope.

Hollywood AFTER HOURS

You can't judge an actor by the character he portrays. Many motion picture stars have been embittered because the public insisted upon confusing their own personalities with those of the roles in which they have made conspicuous successes. But no actor, in pictures or on the stage, is so entirely different AFTER HOURS from his own characterizations as is Edward G. Robinson, with whom your correspondent has just spent a day.

* * *

Your correspondent, however, was not quite prepared for the assignment. He knew Edward G. Robinson was nothing at all like the tough guy he appears on the screen. He did not realize, though, that the actor who portrays the toughest cop that ever made a New York crook tip his hat in "Bullets or Ballots", the First National picture coming to the . . . Theatre on . . . , or the star who created the never-to-be forgotten "Little Caesar" was in reality one of the most cultured and scholarly gentlemen in the country.

* * *

You don't go to prize fights, soirees, parties, night clubs or athletic events when you accompany Eddie Robinson in his After Hours. You discuss books, music, art, pipes and babies. You visit a charming home, presided over by an even more charming hostess, and ruled by a cute youngster of three. You examine paintings by old masters, world famous museum pieces the value of which make you wonder why you didn't try at least to become a movie star. You toy with ivory and jade miniatures dating back thousands of years, and each costing as many dollars as they are years old. You inspect one of the finest private collections of first editions and rare books in America or you listen to phonograph records of the finest symphony orchestras in the world. If you're a smoker, you'll be especially interested in a collection of pipes such as J. M. Barrie never dreamed of, and perhaps you'll spend an evening talking with your host, Jean Hersholt (who has the finest collection of Dickens in America) and a few other kindred spirits. It's an experience, but you'll feel a bit out of place, unless you are able to speak in any one of half a dozen languages, and know your philosophers and biographers.

* * *

Robinson was born in Bucharest, Roumania, December 12, 1893. His family came to America and became a naturalized citizen when he was very young. He was educated in the New York schools and took a Master of Arts degree at Columbia University.

* * *

An accomplished linguist, speaking Spanish, Italian, French, German, Hebrew, Yiddish, Roumanian and other Balkan tongues, he tried to enter the naval Intelligence Corps during the World War. Instead, he spent his time as a gob. His application to serve in the Intelligence Service was acted on on Armistice Day.

* * *

Robinson's day starts with a tweak on the nose, given by Edward G. Robinson, Jr. aged 3 who takes that part of his responsibilities very seriously. It is a gentle tweak, but if the star does not respond it is followed by a harder one and a verbal admonition to "wake up". Then comes a romp in bed. Breakfast is leisurely, with the youngster sharing the meal. This, of course, is when the star is not working. When making a picture he isolates himself, and tries to live entirely in the character he is portraying.

Robinson is a big money earner, but does not pride himself on his business acumen. His wife (the former stage star, Gladys Lloyd) is both his secretary and financial advisor. Between them, they make few mistakes. As an art and book collector, however, he is in a class by himself. He owns a copy of the first English edition of "Uncle Tom's Cabin" with illustrations by Cruikshank. Ask a dealer about the value of that one item and you'll get an idea of what it takes to be the Robinson kind of a collector.

* * *

So if there's an art exhibit anywhere on the West Coast, you'll find Robinson there. He spends his time in New York in the art museums or browsing in book stores.

Of course, he has to take time out to visit the pipe makers and

to experiment with tobacco blends. Robinson, incidentally, collects pipes, but he usually smokes cigars, sometimes using nearly a box a day, due to a habit of lighting one, taking a few puffs and dropping it. Be prepared, when trailing Edward G. Robinson in his AFTER HOURS, to spend some time with a tobacconist.

* * *

If you're lucky, you'll spend the evening in the recreation room of his home. This is in the basement, and is extremely large. At one end is a series of wired music stands, for six or 20 members of the Los Angeles Symphony Orchestra may be his guests and wish to play a little. The star declares that music is the basis of all art. He cannot play an instrument himself, but he will seat himself before his player piano and pedal his favorite music rolls for hours.

* * *

But he isn't all high brow, by any means. If the fish are biting he'll be out with his rod, and he flips an expert fly. He pays no attention to diet, and does not go in for physical culture, but he enjoys long walks, likes to chop wood and goes camping a good deal. He plays golf, too, and enjoys cards. He also shoots craps.

* * *

He'll probably take you on a shopping spree. He is continually buying things for Mrs. Robinson or Eddie, Jr. He is exceedingly generous. If you call on him, you'll undoubtedly receive a fine pipe. If you are a lady you'll get perfume. His pets are his son, his wife, his mother, his friends and the roles he plays. He'll sit up into the late hours of the night to talk with you, if you refrain from discussing movies and business.

Hollywood AFTER HOURS



CARDS, particularly solitaire, are enjoyed by Edward G. Robinson who finds playing the game, relief from nervous tension.



EXERCISE is no fetish with "Little Caesar".

He chops wood when camping, takes long hikes and plays golf, but does not train for a picture.

ART COLLECTING is a hobby with this star. One of the gems of his collections is the Van Gogh still-life shown above.



WRITING is a serious business with Robinson. He is co-author of several plays and is working on another during his After Hours.

HOBBIES of Edward G. Robinson are his wife, who was Gladys Lloyd, a former stage star, and his three year old son, Eddie, Jr. who are shown above with him.



BOOKS share with music and art the chief outside interest of Edward G. Robinson. He has one of the finest private collections of rare books and first editions in America.

NEW CRIME DRIVE AIMED AT "HIGHER-UPS" MEN CLEAN UP ENEMIES

PUBLICITY

(Lead off Story)

Edw. G. Robinson Coming To Strand In Smashing Play

Edward G. Robinson returns to the screen in "Bullets or Ballots", a First National production which is scheduled as the feature attraction at the.....theatre beginning.....

Robinson's new role affords him all the opportunities for characterization that "Little Caesar", the picture that made him famous, gave him, but in this picture he is not a gangster. He is a hard boiled detective determined to put the boldest and best organized band of criminals known to history out of business.

To do this he renounces both love and honor, at least temporarily, for he breaks with the police and ostensibly becomes a criminal himself, in order to gather the evidence to break up a band of crooks so powerful that no one had ever been able to put the finger on them.

The picture is the story of racketeers who are supposed to be respectable society leaders, business men of wealth, politicians of high position and bankers, men so well known that no one suspects them. They never are seen with any of the crooks who carry out their orders, but contact just one man in the working organization, who carries out their orders and delivers the proceeds of their ill gotten gains.

The story is by Martin Mooney, the New York newspaperman who exposed racketeering in the newspapers, and was sent to jail for thirty days for contempt of court because he refused to divulge the source of his information. He claimed it was his moral right not to divulge the names of persons who gave him information confidentially. Seton I. Miller collaborated with Mooney on the story and also wrote the screen play.

There is an unusually talented cast in the picture, with Joan Blondell playing the feminine lead opposite Robinson.

Barton MacLane has the role of the chief of the gangsters, the only contact with the "higher-ups", but who still has a terrific struggle in keeping his gang of killers in line. In the end one of them double-crosses him and shoots him down in cold blood.

The latter part, the toughest of all the tough men, is played by Humphrey Bogart, the killer of "The Petrified Forest".

Frank McHugh furnishes the comedy element as the personal agent of Miss Blondell, who runs a Harlem Numbers racket. Joseph King is the commissioner who breaks Robinson.

Others in the cast include Richard Purcell, George E. Stone, Joseph Crehan, Henry O'Neill, Henry Kolker, William Pawley, as well as hundreds who appear in smaller parts and extra roles. William Keighley directed the picture.

Gang-Buster



Edward G. ("Little Caesar") Robinson smashes organized racketeering in his dynamic undercover detective role in First National's "Bullets or Ballots" now at the.....Theatre.

Mat No. 105—10c

Now He's A Racket Smasher



Edward G. Robinson, who startled the world as the power-drunk gang leader in "Little Caesar", returns to the screen at the.....Theatre on.....in "Bullets or Ballots", First National's shocking inside story about the syndicate of crime. The cast includes Joan Blondell, Barton MacLane, Humphrey Bogart and Frank McHugh.

Mat No. 202—20c

(Review)

"Bullets Or Ballots" Is A Dramatic Thunderbolt

Edward G. Robinson Stars In Film As Thrilling as "G-Men" and "Little Caesar"

A dramatic thunderbolt, with all the dramatic power of "Little Caesar", was shown at the.....theatre last night for the first time locally, to capacity audiences who thrilled to the excitement of the drama and who were given food for real thought about one of the nation's most serious problems.

It was "Bullets or Ballots", a First National production starring Edward G. Robinson, and in the opinion of this and many other reviewers, Mr. Robinson's greatest picture.

As "Johnny Blake", a hard-boiled detective who joins a gang to smash the vicious New York Numbers racket and other racketeering, he is more vital, more compelling, and more human than he has ever been before.

There isn't a dull moment in this film. From the first shot to the smashing climax, there is one dynamic action-filled scene after another.

Lavishly mounted, beautifully photographed and with a superlative cast including Joan Blondell, Humphrey Bogart, Barton MacLane, and Frank McHugh, it is something new in screen entertainment.

William Keighley, who directed "G-Men", has fashioned a most exciting film from the story of Martin Mooney, the heroic newspaper reporter who went to jail rather than reveal to a New York grand jury his news sources of racketeering. Seton I. Miller collaborated with him.

The picture opens with Robinson as a former detective and head of New York's famous strong arm squad being relegated to a patrolman's beat in the Bronx. He is finally discharged from the force, and apparently embittered, he joins the gang run by MacLane, as Kruger. MacLane's trigger man is Humphrey Bogart who plays "Bugs" Finner.

One smashing scene follows an-

other as Blake sacrifices his honor and the love of Joan Blondell, as Lee Morgan, to wrest from the underworld the secrets of the higher-ups who operate the rackets, to be climaxed by a scene which is the finest and most moving that Robinson has ever made.

MacLane surpasses his work in "G-Men". Bogart is even greater than he was as the taciturn gangster in "The Petrified Forest". Miss Blondell was never given a role more suited to her talents and beauty. The humor is furnished by Frank McHugh and his scenes are really funny.

Joseph King, as "Captain Dan McLaren", Richard Purcell as "Driscoll", George E. Stone as "Wires", Henry O'Neill as "Bryant", Henry Kolker as "Hollister", Gilbert Emery as "Thorn-dyke", Herbert Rawlinson as "Caldwell", Louise Beavers as "Nellie", Norman Willis as "Vinci", William Pawley as "Crail", Ralph Remley as "Kelly" and Frank Faylen as "Gatley" give distinguished performances.

The Academy award winner, Hal Mohr, photographed the picture with his customary brilliance. The settings, by Carl Jules Weyl, are lavish. Seton I. Miller's screen play is packed with crisp and brilliant dialogue.

But it is Mr. Robinson's picture. And to this reviewer, it is the best picture Mr. Robinson has ever made.

(Opening Day Story)

E. G. Robinson In Dynamic Drama At Strand Today

Edward G. Robinson's newest and most dynamic picture for First National, "Bullets Or Ballots", comes to the.....theatre today.

In this picture Robinson has a role as strong as that of "Little Caesar", although he is neither crook nor gunman, but one of the coldest and most hard boiled detectives of the New York police force.

Two other particularly noted screen "bad men" appear with him in the picture, Barton MacLane and Humphrey Bogart.

Joan Blondell has the leading feminine role, playing opposite Robinson as his sweetheart, although their romance does not end at the church, Robinson being slain by a double crossing crook after he has tipped off the police commissioner to the real criminals in the case.

While dealing with gangsters and their political and financial ramifications, the picture is really a story of racketeering run on a scale never dreamed of before, the higher-ups in the game, who never come out from cover, being a banker, a big politician and a wealthy society man. They have the power to crush any opposition to their rackets, by which they mulct millions from other business men, until Robinson, as "Detective Johnny Blake", becomes one of them and exposes the whole scheme.

The story was written by a man who knows all about racketeering, Martin Mooney, the New York police reporter, who exposed it for his paper and took a thirty day jail sentence for contempt of court rather than reveal his confidential sources of information. Seton I. Miller collaborated with him on the story and also wrote the screen play.

There is an unusually strong supporting cast which includes, besides those mentioned, Frank McHugh, Richard Purcell, George E. Stone, Joseph Crehan, Henry O'Neill, Henry Kolker, and many others, besides several hundred in the extra roles.

William Keighley, who directed "G-Men" and many other pictures, handled the megaphone for the picture.

Three Actors Become Stars By Being "Muggs"

Hollywood's "muggs" do not represent the colorful appellation. Rather, they consider it a compliment.

To have Hollywood classify one with the muggs of the cinema colony is an admission that you amount to something in an overcrowded business. Once established as a mugg, one's future is assured.

Some of the brightest stars in the cinema sky at sometime or other during their career have been classified as muggs. Paul Muni has been a mugg off and on. Though lately he has taken to more dignified characterizations he was every inch a mugg in "Scarface".

Edward G. Robinson, except for brief intervals, has been a mugg and liked it throughout his screen career. He's a mugg once more in "Bullets or Ballots", the First National production which comes to the.....theatre on.....

On the side of the law this time, it is true, but a tough, hard-boiled mugg nevertheless.

With Robinson in the same picture are two other muggs, Humphrey Bogart, the Duke Mantee of "The Petrified Forest", and Barton MacLane, the Dillinger of "G-Men". The appellation is not at all to their dislike. They're happy to possess it; for time has proven that it leads to better things, often to stardom.

Robinson Lives In A Basement While Working

To stay in character during the filming of "Bullets or Ballots", the First National picture now showing at the.....theatre, in which Edward G. Robinson returns to the tough, hard-swinging character which made him famous, the actor abandoned his lovely Beverly Hills home, virtually, for one basement room, his den.

With his wife and son away, the actor confined himself to one room, refusing even to unveil the beautiful oil paintings which fill his house.

"I am living as the character I am portraying might live—that is, without ostentation. It requires much concentration to sustain a character and a mood. Thus I am alone as much as possible."

"Bullets or Ballots" is a smashing drama of millionaire racketeers, written by Martin Mooney and Seton I. Miller. Besides Robinson, the cast includes Joan Blondell, Barton MacLane, Humphrey Bogart, Frank McHugh, Joseph King, Richard Purcell and George E. Stone.

William Keighley directed the picture from the screen play by Miller.

Racket Girl



Joan Blondell has the leading feminine role with Edward G. Robinson in First National's expose of Criminal rackets "Bullets or Ballots", which opens at the.....Theatre on.....

Mat No. 104—10c

Joan Blondell Sticks To Old Make-Up Basket

Joan Blondell was the recipient on the set of the First National picture, "Bullets or Ballots", which comes to the.....theatre on....., of a new make-up box. A well-wisher and admirer had seen the basket Joan used for make-up at the studio and was anxious to replace the outfit.

The trouble was Joan didn't want a new make-up box. The basket she used suited her fine. She had at least ten unused make-up kits at home, all presented to her by friends who were under the impression that she never gets a chance to buy one for herself.

Joan loved that old make-up basket, for which she paid one dime in New York. She had used it ever since she started in the theatre, years ago, and nobody or nothing could induce her to lay it aside for a new and modern make-up kit.

The only thing she has done to renovate the basket since she got it was to paint it blue.

Joan plays the part of Edward G. Robinson's sweetheart in "Bullets or Ballots", a starring drama by Martin Mooney and Seton I. Miller. William Keighley directed the picture from Miller's screen play.

G-MEN OPEN NEW CRIME WAR

Public Enemy Slate Clean

PUBLICITY

Enemies of America!



Trigger-fingers of organized rackets are Humphrey Bogart (left) and George E. Stone in "Bullets or Ballots", First National's lead-riddled drama of the secret syndicates of crime now playing at the Theatre. Edward G. ("Little Caesar") Robinson is the star and the cast also includes Joan Blondell, Barton MacLane and Frank McHugh. Mat No. 201—20c

Barton MacLane Is Playwright As Well As An Actor

Few people know that Barton MacLane, who has the role of a ruthless racketeer in the First National picture, "Bullets or Ballots", now showing at the theatre, is distinguished not only for his acting, but as a playwright as well.

Several years ago a young man walked into the production office of Arthur Hopkins. He put a manuscript on Hopkins' desk.

"Here's a play I think you'll like, Mister Hopkins," he said, and departed.

Late that afternoon Hopkins had read the play and dictated a letter accepting it for production.

The young man was Barton MacLane. The play was "Rendezvous", produced in 1931 with MacLane as the leading man.

MacLane intends to devote his entire time to writing, when he can afford to have plays come back, as his first one did not.

"Bullets or Ballots" is a thrilling drama of racketeering on a scale never before dreamed of. Besides MacLane, the cast includes Edward G. Robinson, Joan Blondell, Humphrey Bogart, Frank McHugh, Joseph King and Richard Purcell.

William Keighley directed.

Electrician Fishes For Film Pretzels

It was nearly noon and they were shooting a scene for "Bullets or Ballots", the First National picture which comes to the theatre on

The set was a barroom which once had been a speakeasy. At the end of the bar was a free-lunch counter. One of the bowls contained pretzels. They were shooting a scene with Edward G. Robinson and Barton MacLane.

William Keighley, the director, suddenly shouted, "Cut!"

Dangling over the counter was a string with a hooked wire on the end. It was lowered to the bowl of pretzels, hooked one and disappeared in the rafters.

An electrician, up on the catwalk, had responded to the pangs of hunger.

Good Detective Should Be Tough Says Robinson

A good detective should be a tough guy, too, says Edward G. Robinson, who has figured in many exciting screen and stage melodramas working against the law, but who is now expending his hard-boiled energies in behalf of justice in "Bullets or Ballots", the First National picture which comes to the theatre on

"There is just as much excitement in law enforcement as there is in racketeering," explained the actor. "The activities of the G-Men in recent months have proved that. They earned headlines as big or bigger than gangsters ever draw. The American public has read of their exploits just as avidly and the nation's small boys have cheered their activities even more whole heartedly."

Law enforcement, according to Robinson, is a stern business and he could see no reason why he shouldn't play the role of "Blake" the "tough" detective in "Bullets or Ballots" with all the power and menace at his command.

So Barton MacLane and Humphrey Bogart, playing outside-the-law roles such as Robinson first made popular in "Little Caesar" on the screen and in "The Racket" on the stage, were hard pressed trying to outpoint the doughty Robinson in screen meanness.

"I think I'd rather face a Dillinger or a Karpis, men whose toughness masks a guilty conscience," explains Robinson, "than have to meet and shoot it out with one of J. Edgar Hoover's men if my activities had put me outside the law."

"I think it within the limits of realism to play a detective role just as 'toughly' as a gangster characterization."

William Keighley directed the picture which was written by Martin Mooney and Seton I. Miller.

Joan Blondell's Baby Now Owns 42 Music Boxes

The collection of music boxes which Joan Blondell started for her young son is growing to rather large proportions. The actress now has a total of forty-two of the unique instruments.

Joan, now playing the feminine lead in the First National picture, "Bullets or Ballots", at the theatre, began collecting the boxes after the youngster had expressed such keen delight in listening to one that had been a birthday gift. The actress immediately bought him another, and then started searching out places where she could purchase those of a more unique type.

Included in the collection is a miniature merry-go-round, complete in every detail, which plays fast-tempo circus music as it whirls around. Another is in the form of a jack-in-the-box which gives forth strains of "Happy Days Are Here Again", when the grotesque little figure on the inside pops up into the air.

There is a box that was hand-carved in Switzerland and which plays the "Blue Danube Waltz" when it is turned upside down. Another contains a tiny miniature orchestra of six pieces. The little musicians all work away at their instruments as the music plays gay airs.

Since Joan's unique hobby became known, she has received several music boxes from fans in all parts of the world. They are all kept in the baby's playroom and are priceless in value to the star.

"Bullets or Ballots" is a thrilling drama of racketeering on a scale never before dreamed of. Besides Miss Blondell the cast includes Edward G. Robinson, Barton MacLane, Humphrey Bogart, Frank McHugh, Joseph King and Richard Purcell.

William Keighley directed the picture from the screen play by Seton I. Miller, based on the story by Martin Mooney and Miller.

Joan Blondell Never Forgets Old Friends

Feminine Lead In "Bullets Or Ballots" Pals Around With Film Assistants

Friendships are formed haphazardly in Hollywood. In that land of fade-ins and fade-outs, of quick rises and fast falls, where a millionaire princess rubs shoulders with a homespun girl in the extra ranks, one finds the oddest assortments of friends.

Every star has one or more close friends who "knew him when", and who became the actor's secretaries, his business managers, or constant companions. The public never hears of them, yet they are known to almost every one in the industry, usually for their charm and graciousness.

At the First National studios an outstanding triumvirate is that formed by Joan Blondell, Cora Lobb, a wardrobe worker, and Ruth Pursley, hairdresser. The three are together constantly when Joan is making a picture.

Ever since Miss Blondell went to First National from New York she has never made a picture without the companionship and aid of her two friends. Because of the strong attachment Joan has for both of them, the studio sees to it that the wardrobe mistress and the hairdresser are assigned to every one of Miss Blondell's pictures.

In "Bullets or Ballots", Miss Blondell's current vehicle, which comes to the theatre on , Mrs. Lobb and Miss Pursley were very much in evidence. They watched her appearance, listened to her while she was learning her lines, protected her from inquisitive visitors, and interfered when strangers insist upon speaking with her.

They met on Miss Blondell's first picture. It just so happened that Mrs. Lobb and Miss Pursley were assigned to that production. Joan was a stranger in Hollywood and hungry for companionship. Cora and Ruth were the answers. They were kind to her and Joan has never forgotten it.

The three lunch together, tell each other confidences and often spend Sundays together when the actress is not working. They are known to one and all on the lot as "Three-of-a-kind".

Miss Blondell plays opposite Edward G. Robinson in "Bullets or Ballots", a startling story of racketeering written by Martin Mooney and Seton I. Miller. Others in the cast include Barton MacLane, Humphrey Bogart, Frank McHugh, Joseph King and Richard Purcell.

William Keighley directed.

Lead In War On Crime



Edward G. ("Little Caesar") Robinson, and Joan Blondell, the screen's No. 1 gold digger, join hands to pull the brain trust of the crime trust of their high seats in a film as thrilling as "G Men", First National's "Bullets or Ballots" which comes to the Theatre on Mat No. 204—20c

"Higher-Ups" Branded as New Enemy No. 1

G-MEN SEIZE LAST FUGITIVE

PUBLICITY

Strange Slang Terms Used In "Bullets Or Ballots"

But All Are Expressive And Are Likely To Be
Incorporated In Language

Modern historians believe that eventually the whole world will speak one language, probably English. Motion pictures are promoting this movement. When, and if, such a time ever comes to pass it is not unlikely that many of America's slang words and phrases will have become endorsed expressions.

"Okay" surely will be a recognized word, although by that time it may have become dignified by the letter "h", thus "hokay".

In "Bullets or Ballots", the First National picture which comes to the theatre on....., there are a number of expressions which remind one of the growth of a language.

Gangsterese, such as 'on a spot', 'molls', 'rods' are known from Kimberly to Shanghai, from Nome to Little America.

Edward G. Robinson, starring in the picture reports he heard the expression "bumped off" in London.

"Scram" has gained universal use, it being an extremely expressive word.

In "Bullets or Ballots" Robinson is called upon to say, "Thanks for the kick in the teeth." That is a succinct expression which it would be hard to improve.

What about "crack down", the phrase Gen. Hugh Johnson made famous?

Policemen have become "cops" to the whole world, with the exception of England. Cops are "tipped off". Money not earned is called "easy money".

"Stepping out of line . . ." speaks volumes.

The expression "sold down the river" comes from the ante-bellum days.

Something will "fold up".

There's the word, "mugg", meaning a dull, stupid, dishonest fellow.

"The payoff" is another expression used in the picture.

"Take over" is another.

So is, "big shot", and "rake-off".

Everybody recognizes the word gun used as a verb, "gunning for a guy".

These words and phrases are expressive, but it is doubtful if they would have gained the universal use they now have if it had not been for the motion picture.

"Bullets or Ballots" is a thrilling drama of racketeering on a scale never before dreamed of. Besides Robinson the cast includes Joan Blondell, Barton MacLane, Humphrey Bogart, Frank McHugh, Joseph King and Richard Purcell.

William Keighley directed the production from the screen play by Seton I. Miller, based on the story by Martin Mooney and Miller.

Cut Auto In Two For Trick Film Scene

They'll try anything once in the movies.

For a scene in "Bullets or Ballots", the First National picture which comes to the theatre on....., some one suggested that a close shot be made of Edward G. Robinson riding in the back of an automobile by cutting the automobile in half.

Experimentation being the keynote of the industry, an order was sent through to the mechanical department to cut an automobile in half. With the aid of an acetylene torch this was done.

When they began photographing it, Hal Mohr, the cinematographer, complained that the back half would not photograph with the right illusion.

"It looks like what it is", he said, "an auto cut in half".

So they had the two pieces carted off and shot the scene in a whole automobile, pointing the camera through a rear window, the way they had done it before.

Star and Director Are Reunited

In "Bullets or Ballots", the First National drama which comes to the theatre on....., Joan Blondell and William Keighley, leading lady and director respectively, were reunited after several years.

Miss Blondell appeared in a show, "Penny Arcade", in New York, which Mr. Keighley co-authored, and directed. It was this picture that brought Miss Blondell a contract with First National. She played the leading feminine role with James Cagney in the film, which was called "Sinner's Holiday".

Defy Gangdom's Power



How America can smash the organized crime syndicates which infest its cities is shown by Edward G. Robinson (right) and Joseph King in First National's successor to "G Men", "Bullets or Ballots", which comes to the theatre on.....
Mat No. 206-20c

Edward G. Robinson Is Collector of Famous Art

Star Of "Bullets Or Ballots" Has Many Of
World's Noted Paintings

Although he doesn't like being referred to as a "collector", Edward G. Robinson has one of the finest collections of modern art on the Pacific Coast. The actor, now starring in "Bullets or Ballots", the First National production which is showing at the theatre, gathers valuable paintings "for the fun of it" rather than as investments.

On the walls of his Beverly Hills home hang such celebrated modern pictures as Grant Wood's "Daughters of the Revolution", deemed by critics as the artist's masterpiece.

Other Americans who decorate Robinson's home are George Bellows, represented by one of his best, a seascape; Alex Brook, Blaklock, Maurice Sterne and Abe Birnbaum. The last, Robinson places among the great American moderns. This is in spite of the fact that Birnbaum as yet has not gained the recognition the others have.

The modern French school is represented in Robinson's collection by such outstanding painters as Jules Pasquin, who, although an American, is of the French school; Degas ("Dancers at Rest"), Monet ("les Saules"), Pissarro ("L'Arbre Mort" and "Rue St. Honore"), Van Gogh ("Brioche et Fleurs" and "Landscape Ouvert"), Renoir ("Après le Bain" — probably his most famous painting, and a Paris Street scene,) and a courtroom scene by Forain.

"I am no collector and I never want to be," the actor-collector says. "When one becomes a collector he takes painting too seriously. I have taken to buying paintings because I find acquiring them fun and because I like to live with beauty."

It is Robinson's ambition to

have a gallery, and he fully intends building one some day. This he expects some day to leave to a City, State or Federal Government. Even now, people come from neighboring cities to see his collection — people he doesn't know, has never met, nor even heard of.

"I had no right to buy them," Robinson says. "Collecting paintings is a hobby only the very rich should indulge in. A man in my circumstances can't afford to squander his money on such intangibles. And yet, I find the pictures give me a great deal of pleasure. They are better than bonds put away in vaults, for on my walls they are constantly paying dividends."

In "Bullets or Ballots", Robinson plays the part of a detective who breaks up one of the greatest racket rings in New York, headed by leading citizens.

Others in the cast include Joan Blondell, Barton MacLane, Humphrey Bogart, Frank McHugh and Joseph King. William Keighley directed the picture from the screen play by Seton I. Miller, based on the story by Martin Mooney and Miller.

3 Pleasant Actors Look Unpleasant for Camera

But They Are The Hard Boiled Racketeers In
"Bullets Or Ballots"

Within the narrow confines of a restaurant booth two hard-visaged men glared angrily at each other across a small table. A third man, equally menacing in appearance, stood at the table's end, shielding the other occupants from curious outsiders. A few feet away a motion picture camera ground silently and, from a nearby stool, Director William Keighley give the signal which started the scene.

Edward G. Robinson spoke first. He was seated, facing the camera. His voice was low pitched but it stung like a whip.

"Just where did you get the idea you could take over the numbers game?" he asked and there was an unbelievable amount of menace crammed into the question.

From his place across the table Humphrey Bogart answered evenly and the icy quality in his voice was enough to chill the watching crew.

"I have taken it over," he said. "When did you get to be a big shot in this outfit?"

"Tonight," snapped Robinson, as cold as death.

Bogart's voice was steady. "You haven't got a crew to do any organizing", he said.

A third voice came into the conversation. It belonged to Barton MacLane and it was just as hard and venomous as the others, but pitched in a still lower key.

"He will have it from now on," said MacLane, staring at Bogart. "I didn't give you any orders to take over."

Bogart looked with seeming calm at MacLane. Robinson watched with a half smile. "He's to have it, eh?" asked Bogart. "That's right," said MacLane.

Bogart slid his chair back and stood up. His face was an ugly mask.

"I used to be number one around here, Al," he said, "but you're kicking me down the grade, aren't you?"

For a tense moment the three men stared at each other.

"Cut," says Director Keighley. "That's tough enough."

Three faces relaxed into their naturally more pleasant lines.

Back of a neighboring scene Director Keighley was fairly hugging himself with joy.

"I never knew three men who could look more unpleasant," he chuckled.

Joan Blondell



"Lady of the Rackets" featured in "Bullets or Ballots," First National's film message to America on how to rout its master racketeers, which is now playing at the theatre.

Mat No. 101-10c

This triumvirate of "tough guys" were having a field day on the First National lot where the picture "Bullets or Ballots", which comes to the theatre on....., was being filmed. Robinson, Bogart and MacLane, are three men who have made a business of being hard-boiled in pictures and who have prospered by it.

Any scene in which this remarkable threesome works is certain to have an electric quality. Each is a confident, forceful personality. In makeup none of them is a pleasant person to meet by night in a dark alley.

In "Bullets or Ballots" the three hard-boiled actors work together for the first time. Others in the cast include Joan Blondell, Frank McHugh, Joseph King, Richard Purcell and George E. Stone.

The picture is an intensely dramatic story of big shot racketeering by Martin Mooney and Seton I. Miller. The latter also wrote the screen play.

Bogart And Wife Never Criticize Other's Acting

There was a fictional character who hailed his sweetheart as his "best friend and severest critic".

Humphrey Bogart, arch villain of the First National picture, "Bullets or Ballots", showing at the theatre, feels that the character, Merton of the Movies, was wrong. He believes that a man and a woman can remain in love only as long as they refrain from criticizing one another's work.

Bogart is an actor. His wife, Mary Phillips, is an actress.

Critics have praised Bogart for his work in "The Petrified Forest". They have taken him to task for his work on other occasions.

But Miss Phillips has never told Bogart that he was good or bad. When she sees him on the screen or on the stage, she says not one word about his performance.

And Bogart never criticizes his wife's work. He thought she was great as "Fergy" in the picture "A Farewell to Arms". He thought she was fine in the play "The Postman Always Rings Twice". On other occasions he hasn't liked her work.

"But I've said nothing and she has said nothing and we are very happy," Bogart says.

"Bullets or Ballots" is a startling story of racketeering in the highest circles, written by Martin Mooney and Seton I. Miller.

Edward G. Robinson has the stellar role while others in the cast include Joan Blondell, Barton MacLane, Frank McHugh and Richard Purcell. William Keighley directed.

Famous Actor Does Not Like Sunshine

The only thing Humphrey Bogart, who has a leading role with Edward G. Robinson and Joan Blondell in "Bullets or Ballots", which comes to the theatre on....., doesn't like about Southern California is the sunshine. He complains about it, saying that he has lived in New York's shadows so long he finds he can't see very well in the sun. But he does say he likes his role of a double crossing gangster in the First National Picture.

NEW CRIME DRIVE AIMED AT "HIGHER-UPS" MEN CLEAN UP ENEMIES

PUBLICITY

Little Caesar Is Back



Edward G. ('Little Caesar') Robinson seizes control of the \$15,000,000,000 secret syndicate of crime from Humphrey Bogart, 'Killer Mantee' of 'The Petrified Forest', in a film as thrilling as 'G Men'. It's 'Bullets or Ballots,' the First National picture coming to the.....Theatre on..... The cast also includes Joan Blondell, Barton MacLane and Frank McHugh. Mat No. 209—20c

Edward G. Robinson In Hard-Boiled Sleuth Role Star of "Little Caesar" Plays Detective Part in "Bullets or Ballots"

Back in a part which affords him all of the opportunities for characterization that "Little Caesar" gave him, Edward G. Robinson, one of the finest actors on stage or screen is now playing the stellar role in First National's "Bullets or Ballots" at theTheatre.

In this film he plays the part of a hard-boiled detective of the two-fisted school who breaks up an organization of racketeers.

For a long time Robinson was not entirely satisfied with his screen roles. He thought he should like to play again a character resembling "Little Caesar". In that, the role which catapulted him to

New Crime Czar



Edward G. Robinson, famous as "Little Caesar," shows how a secret crime syndicate levies \$15,000,000,-000 tribute annually in "Bullets or Ballots," the First National expose of rackets coming to the Theatre on Mat No. 103—10c

stardom, the character was so strong that ever since, although that was made several years ago, he has been identified with it.

In "Bullets or Ballots" he has such a role. As Johnny Blake he plays a clear-cut, definite character, as definite as anything he has ever done, save this time he is on the side of law and order.

"It is strange," Robinson said, when the subject was brought up, "how the public has dubbed me a gangster, a criminal. This is in spite of the fact that I've played comparatively few such evil roles since 'Little Caesar'. After that picture came 'Smart Money', then I was a newspaperman in 'Five Star Final', a fisherman in 'Tiger Shark', a miner in 'Silver Dollar', an actor in 'The Man With Two Faces', and a Caspar Milquetoast in 'The Whole Town's Talking'. My roles have been diversified enough, but whenever my name is billed in a picture the public's mind clicks, 'Gangster'.

"So I'm glad to have a role as strong as 'Little Caesar' in a picture equally as exciting, equally as fast moving in its absorbing story."

The picture "Bullets or Ballots" was directed by William Keighley from the screen play by Seton I. Miller, based on the story by Martin Mooney and Miller.

In the cast are such talented players as Joan Blondell, Barton MacLane, Humphrey Bogart, Frank McHugh, Joseph King and many others.

Joan Blondell Advises Stars To Impress Public

Ambitious stage actresses should arrive in Hollywood dressed to kill. That is the advice of Joan Blondell, First National star and Edward G. Robinson's leading lady in "Bullets or Ballots", now showing at the.....theatre.

"When I got off the train from New York I was wearing conservative traveling clothes," said Miss Blondell, "I had only one trunk with me and that was in the baggage car.

"Well, the men sent to the station by the studio missed me completely, as did the newspaper men who were going to interview and take pictures of me.

"What I should have done was to make a big splash at the station and impress the boys. I should have had six or eight trunks along, a dog or two and should have been dressed to kill. And made up the same way.

"The public apparently doesn't think you're an actress unless you do things in a big way, so my advice to youngsters who want to crash the pearly gates of Hollywood is to arrive there looking 'theatrical'. In the first place, you will impress your studio and in the second you'll get started off with a big publicity splash."

"Bullets or Ballots" is a thrilling drama of racketeering on a scale never before dreamed of. Besides Robinson and Miss Blondell the cast includes Barton MacLane, Humphrey Bogart, Frank McHugh, Joseph King and Richard Purcell.

William Keighley directed the picture from the screen play by Seton I. Miller, based on the story by Martin Mooney and Miller.

Refusing Double, Star Gets Black Eye In Film Fight

Sometimes stars will insist upon doing a dangerous scene rather than have some one double for them. It doesn't happen often, but here's a case in point:

It is a scene from "Bullets or Ballots," First National's latest dramatic dynamite starring Edward G. Robinson, which comes to the theatre on

Two overly-dressed men come out of the hotel. One is Robinson and the other MacLane. MacLane is the racketeer and Robinson, a former policeman, is his lieutenant.

Seeing a policeman giving his chauffeur a ticket for parking in a restricted zone, Robinson greets him and says, "What's the idea? Afraid you'll get fired if you don't get rid of 'em?"

"They've weeded all the rats out of the department," the policeman replies.

Them's fightin' words. The script calls for Robinson to pull the cop off his horse and whale the stuffing out of him.

"Now we'll have the double," William Keighley, the director, said, and Mike Lally was summoned.

They went on with the scene with Lally doubling for Robinson. "I think I'd like a whack at that scene myself." And, kidding, he added, "Mike's too much of a sissy."

Keighley was agreeable. It's always better to have a star do his own stuff if he will. He and the policeman exchanged a number of blows, and both went down.

"Swell stuff!" Keighley congratulated Robinson.

"Right!" the actor said, holding his eye.

In the scuffle Robinson had received a stinging eye, the blackness of which had to be painted out with make-up.

Edward G. Robinson Takes Nap Before "Killing" Man

Star Of "Bullets Or Ballots" Insists On Forty Winks Before Big Scene

Before he kills a man Edward G. Robinson likes to take a short nap. It refreshes him and gives him needed strength to carry on the appearance of villainy which, for a long time, has netted him large sums of motion picture money.

On such occasions he sleeps calmly, wakens easily and goes about the business of bumping off his rivals with a steady hand.

In fact, Robinson likes to have his "forty winks" before he plays any particularly violent scene.

Therefore he dozed more than usual during recent weeks at the First National studios while working as the most important third of the toughest triumvirate of "shoot-in' men" ever to appear in one picture. Humphrey Bogart, the Duke Mantee of "The Petrified Forest" and Barton MacLane the gang leader in "G-Men" are the other members of this dangerous trio.

These three had many heavy scenes to play during the production of "Bullets or Ballots, which comes to the..... theatre on..... The wear and tear on their nerves was considerable. By the end of a day all of them were worn out.

"Bullets or Ballots" is not a gangster story but a story of racketeers, of supposedly respectable, well-to-do business men, who secretly milk other businesses of hard-earned profits. These are the men who wear silk hats, not side slung derbies; carnations, not cauliflowers. They are bankers, politicians, society leaders.

Robinson, in the leading role, plays the part of a former detective who has displeased the "big shot" politicians and who finds himself "bushed" — demoted — to the Bronx, to pound pavements as a patrolman. Even there, however, he manages to make the bad-boys tip their hats. It is the sort of a characterization that the doughty Robinson likes to play—a role that he can, as he says, get his teeth into.

Barton MacLane, who towers over Robinson by six full inches, is the leader of the racketeers and the go-between who has the only contact with the real bosses. Bogart, slight but also taller than

the star, is an active operator of various rackets who is displaced by Robinson who single handed, exposes the whole grizzly outfit and wins vindication for himself.

When the company gathered on one of the First National sound stages after the noon recess, Robinson was missing. No one asked about him until the set up of cameras, properties and lights had been completed and approved by William Keighley, the director. Then, and not until then, was the signal given to Robinson's dresser on the set.

He went to his dressing room, half a block away, and awakened the actor. Together they returned to the stage and Robinson spent a few minutes repairing his make-up and rehearsing lines with the other players.

"How was my hat?" he asked the script clerk, who keeps close tabs on all such minor matters so that a scene which is continuous on the screen but which is filmed in several "takes" would not appear ludicrous. It would never do to have Robinson's hat jump about on his head during a dramatic sequence.

"It was pushed back and to the right," he would say.

"What about my cigar?" asked MacLane.

"It was a third smoked," the script girl announced. MacLane would puff furiously to get the stogie burned down the required length.

"How was I sitting?" Bogart wanted to know.

"Leaning back in your chair," explained the girl.

"Let's go," suggested the director cheerfully, and the scene, one in which the three tough guys shoot hard words at each other instead of bullets, was under way.

Brains of Crime Trust



Edward G. ('Little Caesar') Robinson and Barton MacLane (right) Public Enemy No. 1 of "G Men", join hands in dictatorship of the \$15,000,000,000 a year secret syndicate of crime exposed in the First National picture "Bullets or Ballots", which opens at the Theatre on Mat No. 203—20c

G-MEN OPEN NEW CRIME WAR

Public Enemy Slate Clean

PUBLICITY

Edward G. Robinson, Jr. Tweaks His Papa's Nose

Baby Awakens Father In Morning To Go To Work On "Bullets Or Ballots"

by Carlisle Jones

Every morning at seven o'clock Edward G. Robinson, famous First National bad man of the movies, has his nose tweaked.

A three year old boy, named Edward G. Robinson, Jr., who doesn't believe his father is as tough as he is pictured, does the tweaking.

The hero of "Bullets or Ballots", which comes to the..... theatre on....., groans, stretches and turns

over, intent only on going back to sleep. Subconsciously he knows he will not be allowed to do so. It is a working day and the boy is his official alarm clock.

The second tweak awakens him completely. He makes a grab for the youngster who scampers away to tell the cook that his father will be down for breakfast shortly. By the time the actor has showered and is facing the bathroom mirror, razor in hand, the child is back, standing by his side.

"He always helps me shave," declares Robinson. "He stands there silently until I daub his nose and chin with lather and then he jumps up and down trying to see himself in the mirror. It's a little distracting but good fun for both of us. We go down to breakfast together."

Mrs. Robinson, who, as Gladys Lloyd, was herself a well known actress on the New York stage, often comes to the studio in the afternoon when her husband is working. She used to play some small parts in all of her husband's pictures but since the baby arrived she discontinued this.

She always leaves, however, in time to get home to oversee the baby's evening meal. Robinson follows along a few minutes or a few hours later. He insists upon leaving the studio in time to see his son once again before he is put to sleep for the night.

The first half hour after the actor gets home is devoted to a visit with the boy. Any eavesdropper who listened in at such times might overhear the redoubtable Robinson reading nursery rhymes or dramatizing the story of "Winnie the Pooh" or "Little Black Sambo."

On the posts of the child's bed hang an odd assortment of things, presents from a variety of good friends who rejoiced with Robinson over the baby's arrival.

There are miniature boxing gloves, autographed and presented by Jack Dempsey. There is silver porringer on which the signature of David Warfield has been engraved. These and other items which the father to date values more than the child, must be looked at each evening and the stories about them must be told all over again.

"Bullets or Ballots" is a startling story of the battle of New York police against "big shot" racketeers. Others in the cast include Joan Blondell, Barton MacLane, Humphrey Bogart, Frank McHugh, Joseph King and Richard Purcell.

William Keighley directed the picture from the story by Martin Mooney and Seton I. Miller.

Amateur Plays No Help, Says Actor

Barton MacLane, who plays the role of a boss racketeer in the First National Production, "Bullets or Ballots", which comes to the..... theatre on....., thinks that aspiring actors should keep away from amateur theatrics.

"The best preparation for acting," says this stage and screen veteran, "is to have nothing to do with it until you're ready to take it seriously. Then give it all you've got."

Edward G. Robinson has the stellar role in the picture with Joan Blondell playing opposite him.

Robinson Again In Hard Boiled Role

In "Bullets or Ballots", the First National picture which comes to the..... theatre on....., Edward G. Robinson returns to the screen in a hard boiled role, the like of which made him famous. His latest characterization is akin to that of "Little Caesar"—his first picture for First National—only this time he is on the side of the law.

He plays the part of a New York detective who puts the finger on the high-up racketeers.

'Tiny Caesar' and Dad



Edward G. Robinson, now starring in First National's "Bullets or Ballots" at the Theatre and his three-year-old son, Eddie Jr. who looks like his Dad and now wants to be America's Racket-Smasher Number One, as is his father in the film.

Mat No. 208—20c

Modern Rackets Are Big Business, Says Mooney

Author of "Bullets or Ballots" Finds Crime Leaders of Today Have Changed

Leaders of organized crime have changed! No longer are they the tough characters of the Prohibition era. Now they are well-tailored, highly polished gentlemen who can speak the language of the elite.

Remember "Little Caesar"? Rico, the character played by Edward G. Robinson, was rough and tough, with an itchy trigger-finger; no education, no finesse.

Motion pictures have had to give him up. It would be an outstanding mistake to present him today as the main cog of an organized gang.

Gangsters have changed their spots. It's the big shots in business who rule the rackets today. And this is the type portrayed in First National's "Bullets or Ballots" now showing at the.....

Again Robinson is the protagonist, only this time he is the hard, and mail-fisted detective who smashes the rackets.

"Few people in this country," said Robinson, "realize what actually goes on behind organized racketeering. The man who wrote the story of 'Bullets or Ballots' does. He is Martin Mooney, and because he would not reveal the sources of his information, he was sent to jail. But had he complied with a New York Grand Jury which questioned him he might well have been wiped out!"

Says Martin Mooney:

"The gun-toting gangster still exists. But they are stupid men. They're the saps who take the

rap, whose bodies absorb the lead. They do the dirty work. Generally they're hop-headed and cowards. Such types have doubtlessly existed since the world began.

"Rackets today are a big business. And the man behind the rackets, the man the law seldom catches, the man who rarely pays for his crimes is quite often a business man, a respected member of the community. The huge profits of racketeering have interested him and by his wits, he has superseded the Rico type of gang head.

"He moves in the best society. He never soils his hands. And yet to him come the greatest share of racketeering gains."

Thus, probably no story ever filmed clings more closely to the facts than does "Bullets or Ballots". Written by Newspaperman Mooney, it was directed by William Keighley who handled "G-Men" and "Special Agent". Others in the cast include Joan Blondell, Barton MacLane, Humphrey Bogart and Frank McHugh.

Humphrey Bogart Rises To Top After Film Failure

"Racketeer" In "Bullets Or Ballots" Has Had Spectacular Hollywood Career

When Humphrey Bogart, who has one of the leading roles in "Bullets or Ballots", the First National picture which comes to the..... theatre on....., first tried motion pictures—long before his sensational performance in "The Petrified Forest"—he was what might be termed a total loss. Brought out from New York, he played in one or two indifferent pictures, at the conclusion of which the slack was not taken up in his contract, and he returned to New York.

So, when he returned to Hollywood with Leslie Howard to play Duke Mantee in "The Petrified Forest", he did not expect much. True, he was signed with another company, First National, and it's true, also, that pictures had made great strides of progress since his initiation. Still, he did not hope for much.

It was a great surprise to him, then, following the release of the picture, to find himself hailed as a great dramatic "discovery".

His impressions of the motion picture industry, of Hollywood, are interesting. Here are a few of them:

"I like, first off, the weather—that is, the good weather.

"I like the hours of work—from nine a.m., 'till six.

"I like the clothes one can wear without ostentation—slacks, flannels, sweaters—soft, comfortable things.

"I like what most every one else complains of—the people.

"I like drive-in sandwich stands.

"I like the trees and the grass and the birds.

"I like California because it's large enough and roomy enough for me to own a dog and a horse if I want to, which I don't

"But above all I like that weekly pay-check which comes—without any indecision whatever—every week."

All those things Bogart likes about California. But there are some things he does not like—one is the lack of seasonal changes.

He doesn't like the fog.

He doesn't like California policemen—believes they are masses of over-developed ego.

He doesn't like the wines, preferring French and Italian.

He doesn't like the way women bleach their hair.

He doesn't like the chamber of commerce—Rotarian attitude of Southern Californians.

He doesn't like the way colds cling to one in California. He's had one for weeks, he complains.

He misses the noise and dirt of New York, the hemmed-in feeling of an apartment, the subway, the taxicabs, the theatres. He misses New York newspapers, probably, more than any one thing—those which contain the writings of his favorite columnists. He misses the masses of people, the gigantic buildings.

Bogart plays the part of a double crossing racketeer in "Bullets or Ballots", a powerful drama by Martin Mooney and Seton I. Miller. Edward G. Robinson has the stellar role while others in the cast include Joan Blondell, Barton MacLane, Frank McHugh, Joseph King and Richard Purcell.

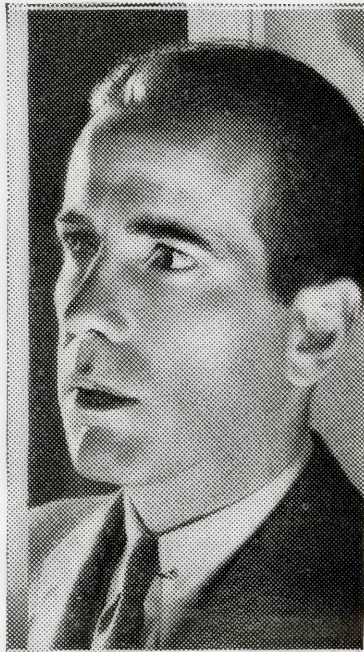
Barton MacLane Made Football History

During the 1924 football season Barton MacLane, now a well-known actor appearing in "Bullets or Ballots", the First National picture showing at the..... theatre, was an overnight sensation.

He was one of two players who, during that season, ran the entire length of the gridiron for touchdowns.

The other was Johnny Mack Brown, playing for Alabama. MacLane was playing for Wesleyan College, Middletown, Conn. .

Public Enemy



Humphrey Bogart, the "Killer Mantee" in "The Petrified Forest," turns in a dynamic performance as a merciless racketeer in First National's "Bullets or Ballots," the Edward G. Robinson picture which exposes the \$15,000,000,000 secret syndicate of crime now playing at the..... Theatre.

Mat No. 106—10c

Madison Square Garden Replica Built For Film

What does a motion picture company do when it wishes to photograph a prizefight in Madison Square Garden? Does it take pictures in the Garden and then superimpose the actors on the film? Or just what does happen?

The answer is now at the First National studio at North Hollywood. There Madison Square Garden was built on a sound stage for "Bullets or Ballots", which comes to the..... theatre on..... The set is a replica. Every detail of that portion of the Garden which was necessary to the picture was reproduced with the utmost fidelity.

Of course the studio did not build the box-offices, the corridors and all of that. But the ring with its strong overhead lights, the rows upon rows of chairs—acres of them seemingly—, boxes, exits—all of these were built.

Hundreds of extras were called to fill the seats. In the ring two fighters are set to pummeling each other. A referee, trainers, seconds, newspapermen, those at ringside in evening clothes, policemen, ushers, roustabouts—all of the familiar figures of a big fight are shown in the film.

The entire sequence required but a half a day to shoot, and this great set was built at a cost of several thousand dollars for no more than a few feet of film.

The picture is a sensational drama of racketeering in high society written by Martin Mooney and Seton I. Miller. Besides Robinson and King the cast includes Joan Blondell, Barton MacLane, Humphrey Bogart, Frank McHugh, and Richard Purcell.

William Keighley directed.

"Higher-Ups" Branded as New Enemy No. 1

G-MEN SEIZE LAST FUGITIVE

PUBLICITY

Humphrey Bogart Prefers Surgery To The Theatre

Leading Player in "Bullets or Ballots" Has Changed Career Because of War

If he had it to do over again Humphrey Bogart, distinguished Broadway actor who scored such an astonishing success as Duke Mantee in "The Petrified Forest," and now has a leading role in the First National picture, "Bullets or Ballots," which is showing at the.....theatre, would not be an actor. Knowing what he knows now he would study medicine, as did his father before him.

Not that he doesn't enjoy acting. "It's a good profession," says Bogart. "But it looks better from the outside than it does from within. Personally, I don't like all of the claptrap that goes with it.

Likes Privacy

"For instance, I don't enjoy having my private life made public—being recognized on the street; nor do I particularly relish seeing my face staring down at me from the nation's billboards.

"Further than that, acting, as any one knows, is an intangible something which, at best, is slightly unsatisfying. It isn't like surgery, for a comparison. In surgery one has a material manifestation of his efforts; further, he knows he is benefiting humanity.

"Thus, professions other than acting, seem to be more idealistic. Acting essentially is a romantic profession, even dealing with romance, and as such it leaves something to be desired—as a vocation.

"That does not mean that acting is all froth and play. Far from it. Acting is an art and is extremely hard to master; it requires much work and prolonged concentration, even as any other art.

"My father was a physician and surgeon, and I would have followed him in his profession had it not been for the war. Unhappily, however, the war came along just when I was about to step into medical school.

Served in Navy

"It consumed my youthful, enthusiastic years, and when I came out of the Navy, in which I served, I was, like many others of my generation, unwilling to return to school. I believed I had grown beyond such things.

"Had I my life to live over again I should not be so intolerant of youth, so hasty to turn from the difficult job. But no matter what, I should have been a professional man in any case. I cannot bear to work prescribed hours."

"Bullets or Ballots", which is said to be more powerful than

Barton MacLane



He was Public Enemy No. 1 in "G-Men"—now in a film equally thrilling, he heads the \$15,000,000,000 secret syndicate of crime smashed by Edward G. Robinson in "Bullets or Ballots," the First National picture coming to the.....Theatre on.....

Mat No. 102—10c

"Little Caesar" and as exciting as "G-Men" tells the story of the secret syndicates of crime that extort \$15,000,000,000 a year from the consumers of America.

Edward G. Robinson has the stellar role in "Bullets or Ballots," a sensational play by Martin Mooney and Seton I. Miller. Others in the cast include Joan Blondell, Barton MacLane, Frank McHugh, Joseph King and Richard Purcell.

William Keighley directed.

Talented All Star Cast Seen In Racket Film

It's a curious twist of the Fates that they sometimes boil in the same cauldron strange mixtures. The three ladies went away out of their way to bring together the cast of "Bullets or Ballots," the First National picture now showing at the..... theatre.

They recruited Edward G. Robinson from Rumania. They brought Humphrey Bogart from New York; they drew Barton MacLane from a little town in South Carolina, and magnetized Joan Blondell from Boston.

This cast which includes also George E. Stone is one of great acting experience. Not a member of it but has served time on the New York stage. Robinson was a famous actor with the Theatre Guild; Bogart came to pictures direct from the New York company of "The Petrified Forest"; Joan Blondell was raised in the theatre, her parents having been actors before her.

Barton MacLane gained virtual stardom on the stage by his role in "Yellow Jack." Stone, former bellhop in the Lambs Club in New York, secured his first stage role through William Farnum, former motion picture star.

Robinson and Bogart were in the United States Navy during the World War, but on different ships. Both, having listened to the continual firing of big guns, are gun shy. "Bullets or Ballots" includes a lot of shooting by the two.

Robinson Knows Art But Admits He's Bad Painter

When the exhibition of the paintings of Vincent Van Gogh opened in the San Francisco museum, recently, the screen's toughest character, Edward G. Robinson, was on hand.

Robinson, who has the stellar role in the First National production, "Bullets or Ballots," which comes to the..... theatre on....., wasn't there to try to steal any of the paintings. He was there to renew his acquaintance with the work of one of the greatest of the moderns. For Robinson knows more about art, both classic and modern, than anyone in Hollywood.

"My one regret is that I wasn't born an artist," Robinson says. "Whether I would have been able, as Van Gogh did, to endure terrific hardships in the cause of art, is a question. I don't like hardships and I don't like poverty.

Robinson has dabbled at painting and he admits he is pretty bad. But he has surrounded himself with the works of men who were great. In his home there are canvases by Gauguin, Van Gogh, Cezanne, Manet, Matisse and many of the other great moderns.

"I can look at them and realize how unimportant I am," Robinson says.

"Bullets or Ballots" is a dramatic story of big shot racketeering written by Martin Mooney and Seton I. Miller. Others in the cast include Joan Blondell, Barton MacLane, Humphrey Bogart, Frank McHugh, Joseph King and Richard Purcell. William Keighley directed.

Humphrey Bogart, Film Bad Man, Is Gun-Shy

Humphrey Bogart, gun-wielding Hollywood bad man, who is the arch villain in the First National picture, "Bullets or Ballots," which comes to the..... theatre on....., has a double reason for entertaining a lively fear of lethal weapons. Humphrey is gun-shy and there are two very good reasons why.

First he was shell-shocked during the World War, when he served as a gunner on destroyers off the French coast. Second, for some years now he has been receiving occasional threatening letters.

In Toils of The Law



Edward G. Robinson (centre) and Barton MacLane (left), the brain trust of the crime trust, run afoul of the law in a thrilling sequence in "Bullets or Ballots" the First National expose of syndicated crime which opens at the..... Theatre on.....

Mat No. 205—20c

Joan Blondell Is Best Listener In Hollywood

Feminine Lead in "Bullets or Ballots" Also is Good Conversationalist

by Joy Chapman

The best listener at the First National Studios is Joan Blondell, who has the leading feminine role in "Bullets or Ballots," which comes to the..... theatre on.....

Joan will be as surprised when she reads this as anyone else. She thought we were spying on her for other reasons. Again and again we nearly fell for her inquiring, friendly look and blurted out our secret, for that's part of her art. But instead we managed, somehow, to stall, so Joan would remain ignorant of our designs on her.

Part of Joan's art of listening is talking. A query here, a comment there, or a provocative statement which launches the man or woman under her spell into his best efforts. She is the confidant of everyone on the First National lot. Stars and dancing girls, directors and stage hands, electricians and sound experts all come to her with their joys and their sorrows. To them she is simply "Blondell", which is the highest tribute studio workers can pay to a player they have tried and found "regular".

Joan is no mean conversationalist herself. She'll probably box our ears for this implication we're giving that she usually finds it more pleasant to receive than to give, verbally, for on occasion she can be very generous with words herself.

The real reason behind her receptiveness, we've decided by personal observation and tips from her friends, is selfish enough. It's a thirst for knowledge brought about by an amazing interest in every phase of life. If you have any inclination to question this deduction, sit in with us on a little spying.

It was on the set of "Bullets or Ballots."

With Edward G. Robinson in "Bullets or Ballots," Joan's current picture, we find her talking with her fellow star about enacting famous stage roles. On the same set she subtly eggs on an intellectual bout—about literature and philosophy—between Director William Keighley and Humphrey Bogart.

Joan has the role of Robinson's sweetheart in "Bullets or Ballots," a thrilling story of racketeering written by Martin Mooney and Seton I. Miller.

Others in the cast include Barton MacLane, Frank McHugh, Joseph King and Richard Purcell.

Barton MacLane 'Plays Possum' In New Picture

A pistol expert was summoned to the First National studios to shoot real bullets at Barton MacLane, Humphrey Bogart and Edward G. Robinson in "Bullets or Ballots," which comes to the..... theatre on..... It was necessary to show the wood splintering near the actors' heads for the sake of realism.

Also the report of a blank is hollow and unreal as compared with a real bullet.

MacLane was being shot at in the hallway of a tenement house. The bullets kept nicking the wood of the newel post, of the stairs and railing. MacLane turned the fire, then, as prescribed in the picture, doubled up and fell face forward down the stairs into a mattress.

William Keighley shouted, "Cut!" gleefully. It had been a swell scene.

But MacLane didn't move. He lay there, doubled up, his hands on his stomach. Keighley ran to him. "Bart!" he said. "Bart! Are you hurt, man?"

No response. "Quick," Keighley shouted. "Get a doctor—an ambulance! Clear a space there. Give him air."

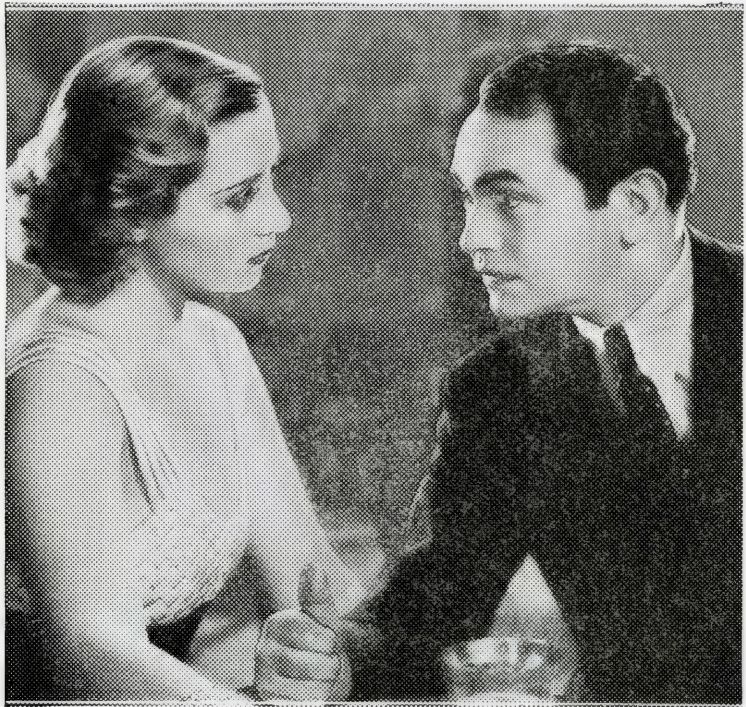
Then, speaking to MacLane again he said: "Bart, boy—listen to me. It's Bill. Are you hurt bad?"

But the supposedly wounded man could contain himself no longer. He burst out laughing, relieving the whole company, of course.

"Bullets or Ballots" is a thrilling drama of racketeering on a scale never before dreamed of. William Keighley directed the production from the screen play by Seton I. Miller, based on the story by Martin Mooney and Miller.

Page Twenty Seven

Form New Film Team



Edward G. ("Little Caesar") Robinson and Joan Blondell, herself a noted screen star, are teamed for the first time in First National's story of the rackets that infest the nation "Bullets or Ballots" which opens at the.....Theatre on.....

Mat No. 207—20c

NEW CRIME DRIVE AIMED AT "HIGHER-UPS" MEN CLEAN UP ENEMIES

PUBLICITY

No Wonder He's Scared



Edward G. Robinson (left) star of "Bullets or Ballots", First National's startling expose of the tribute paid yearly to organized rackets, which is now showing at the Theatre, told a ghost story to young Speck O'Donnell during the filming of the picture. The camera caught the pair at the most exciting moment.
Mat No. 211—20c

Edward G. Robinson Is Hollywood's Best Linguist

Star Of "Bullets Or Ballots" Speaks Several Languages With Fluency

Edward G. Robinson, who has the stellar role in the First National production, "Bullets or Ballots", which comes to thetheatre on....., is the finest linguist among Hollywood actors. Besides English he speaks German, Spanish, Italian, Roumanian, Hebrew and French.

The roles the actor has played over a peroid of years, both on the stage and screen, have been so varied that he has had to perfect himself in many languages.

He played a Chinaman in "The Hatchet Man", an Italian in "Little Caesar", a Portugeuse in "Tiger Shark", a Yankee in "Silver Dollar", and an American in "The Man With Two Faces".

During his stage career he appeared in ten plays for the Theatre Guild, playing different roles in each. He appeared in "The Man With Red Hair", "The Brothers Karamazov", "Juarez and Maximilian", "Right You Are If You Think You Are", "Peer Gynt", "The Adding Machine", "The Firebrand", "The Deluge", "Night Lodging", "Launzi" and "The Idle Inn".

"It is easy for me to pick up a language", he said. "Perhaps I have a good ear. At any rate, the sounds I hear are recorded somewhere within my mind, and when I try to imitate them they come out almost exactly as I have heard them."

Robinson tells of an amusing incident that happened to him in France. He was a young man with little knowledge of the language at the time. But, when spoken to, he simply mimiced every sound he heard and repeated them to any one he saw. Often they elicited quite startling glances from those to whom he spoke.

"Being a linguist definitely is a gift," the actor said. "Some people are born with it. Others, no matter how much they study, can never acquire even a reading knowledge of any language except their own. But it is much easier for the majority of people to read a language than to speak it. For me, it is different. I can speak almost any language easily, but reading it is a hard task."

In "Bullets or Ballots", Robinson plays the part of a hard boiled detective.

Barton MacLane Calls Robinson's Swellest Actor

There are motion picture stars notorious for their temperament, who feel that they are entitled to exercise their whims.

But there are also "regular guys", who ask nothing for themselves that their fellow actors do not get. Edward G. Robinson, who has the stellar role in the First National production, "Bullets or Ballots", which comes to the.....theatre on..... is such a one. He frequently insists that some other actor be favored when the scene might be played either way.

Barton MacLane, playing with Robinson in "Bullets or Ballots" said:

"Now there's a swell guy."

And MacLane should know a trouper when he sees one. He's been on the stage and in pictures for eleven years.

"And what an actor!" MacLane, who is something of an actor himself, said. "He's real. There's no slush and nonsense about Robinson. He makes most motion picture actors look like dressed-up mummies."

"Bullets or Ballots" is a smashing drama of millionaire racketeers, written by Martin Mooney and Seton I. Miller. Besides Robinson and MacLane, the cast includes Joan Blondell, Humphrey Bogart, Frank McHugh, Joseph King, Richard Purcell and George E. Stone.

William Keighley directed the picture from the screen play by Miller.

Urges Newlyweds To Eat Breakfast Together

Now comes a new recipe for marital bliss!

Refuting a recent statement made by Bette Davis, that no man and wife should ever eat breakfast together, Barton MacLane, First National featured player, who has a leading role in "Bullets or Ballots", now showing at thetheatre, insists that married couples should always make it a point to meet at the breakfast table, no matter how early that meal may be—but that they should never eat dinner together.

Joan Blondell Wants To Be A Modern Mother

Joan Blondell, who has the leading feminine role in the First National picture "Bullets or Ballots", which comes to the.....theatre on....., isn't going to be the sort of mother who was the heroine of the song that goes: "M is for the million things she gave me, O is only that she's growing old . . ."

Miss Blondell explained the kind of a mother she hopes to be when her boy grows up.

To Miss Blondell, M stands for modernity, O for outspoken, T for temperate, H for helpful, E for encouraging, and R for responsible.

"If I turn out to be one of those sweet, self-sacrificing mothers they sing about, I'll have to change a great deal," Miss Blondell said. "I'm going to be a modern, sensible mother."

"I don't think it is necessary for mothers to shed tears to save their children. Children seldom need saving. And I'm not going to be right every time either."

"Bullets or Ballots" is a smashing drama of millionaire racketeers, written by Martin Mooney and Seton I. Miller.

The cast includes Edward G. Robinson, Joan Blondell, Barton MacLane, Humphrey Bogart, Frank McHugh, Joseph King, Richard Purcell and George E. Stone.

William Keighley directed the picture from the screen play by Miller.

Bad Man of Movies Never Shot A Gun

Edward G. Robinson who has played many hard-boiled roles in films, including several as gangsters, has never shot off a real gun in his life, except in the movies.

At present he is a detective with a quick trigger finger in "Bullets or Ballots", the First National production which comes to the.....theatre on.....

Robinson Smokes 25 Cigars A Day

Edward G. Robinson, who has the stellar role in the First National picture, "Bullets or Ballots", now showing at the.....theatre, smoked 25 cigars a day on the set during the production of the film.

This is a whole box a day. In between times Eddie smoked a pipe. But he denies that he smoked any of the cigars down to the butts.

Robinson Wrecks Hand On Pawley's Chin

The hardest blow Edward G. Robinson ever struck in his life was an accident. He miscalculated his aim in a scene from "Bullets or Ballots", the First National picture now showing at the.....theatre, and struck William Pawley flush on the chin. Both chin and fist were temporarily put out of commission.

Film Bad Man Never Gets Seasick

Humphrey Bogart, who plays the role of a double crossing racketeer in the First National production, "Bullets or Ballots", which comes to the.....theatre on....., served aboard the United States Navy submarine chasers during the war.

On one occasion, he was the only man on board who wasn't seasick.

Bogart Is Gun Shy

Humphrey Bogart, quick shooting Hollywood film bad man who appears as a blood thirsty killer with Edward G. Robinson in "Bullets or Ballots" now showing at the.....theatre, is in reality gun shy and professes a lively fear of lethal weapons.

Joan Blondell Longs For 'Little Theatre'

Joan Blondell's ambition, when she finishes with acting in motion pictures, is to own and manage a little theatre, write and direct her own plays.

"It'll be fine schooling for my son," she says. "He's going to be a playwright." Miss Blondell is currently playing opposite Edward G. Robinson in the First National picture "Bullets or Ballots", which is on the screen of the.....theatre.

Joan Blondell Has Gown Complex

Joan Blondell, who has the feminine lead opposite Edward G. Robinson in the First National picture, "Bullets or Ballots", which comes to the.....theatre on....., is superstitious.

She wore a Japanese dressing gown over her costume between scenes on the picture. She buys the dressing gowns by the dozen.

Three Real Gangsters In Racket Film

Three former New York gangsters, honest - to - goodness mobmen, have racketeer roles in "Bullets or Ballots", the First National picture now showing at the.....theatre.

This fast-moving melodrama stars Edward G. Robinson in a role tailor-made for him—that of a hard-punching detective of the New York police department.

Police Guard Coins

On a racketeering set, that of a counting-room, for "Bullets or Ballots", the First National production now showing at the.....theatre, starring Edward G. Robinson, a great deal of money (phony) and coins (real metal) were scattered for atmosphere. To guard this money two studio policemen were stationed nearby.

Holds Film Record

Since he entered pictures six years ago Frank McHugh has played important roles in thirty-eight films. This is said to be a record. His latest film is the First National production, "Bullets or Ballots", which comes to the.....theatre on....., with Edward G. Robinson in the stellar role.

Head Crime Syndicate



Frank McHugh (left), Humphrey Bogart and Joan Blondell have leading roles with Edward G. Robinson in "Bullets or Ballots" First National's successor to "G Men" in which "Little Caesar" returns to take over the organized crime of a city. It opens at the.....Theatre on.....
Mat No. 210—20c

G-MEN OPEN NEW CRIME WAR

Public Enemy Slate Clean

PRODUCTION INFORMATION

OFFICIAL BILLING

Below is the official billing for "Bullets or Ballots." It is important that this be followed without change or variation.

First National Pictures, Inc. 25 %
and the Vitaphone Corp.

present

EDWARD G. ROBINSON 100 %

in

**"BULLETS OR
BALLOTS"** 100 %

with

JOAN BLONDELL 90 %

and

Barton MacLane—Humphrey Bogart—Frank McHugh 60 %

Joseph King—Richard Purcell—George E. Stone 20 %

Joseph Crehan—Henry O'Neill 20 %

Directed by William Keighley 20 %

**A FIRST NATIONAL
Productions Corporation** 40 %
Picture 5 %
25 %

THE STORY

Johnny Blake, (Edward G. Robinson) former detective and head of New York's famous strong-arm squad, due to political bungling, was relegated to a patrolman's beat in the Bronx. He was resigned to his fate and was marking time until his best friend, Captain Dan McLaren (Joseph King) should be made police commissioner.

Blake's girl friend, Lee Morgan (Joan Blondell) owns a night-club and operates a "numbers" game in Harlem.

A Grand Jury finally has McLaren appointed police commissioner when he says he can clean up the racketeering. Instead of reinstating Blake, as has been a foregone conclusion, McLaren discharges him. This is a bitter dose for Blake to swallow, and when Blake meets McLaren in Madison Square Garden, Blake knocks the police commissioner down.

This convinces Kruger (Barton MacLane), chief of the racketeers, that McLaren and Blake are washed up and that Blake is through with the police department. Kruger needs a man like Blake to show him how to defeat the law. So, Kruger hires Blake.

"Bugs" Fenner, (Humphrey Bogart), another of the racketeers, always has hated Blake. He refuses to accept the former detective as an ally, suspecting him from the start of working with the police department. His trigger finger is trembling to write finis over Blake's body. But he is afraid of Kruger, who is the only one who knows the identities of the higher-ups.

All of Blake's friends, including Lee Morgan, are disgusted because the former detective has turned racketeer. When a policeman makes a derogatory remark to him, Blake attacks him and is jailed for it. In the jail he and McLaren meet, and it is discov-

ered for the first time that Blake is an undercover man for the police department.

The public attack on McLaren was for the effect. McLaren wants to know how Blake is progressing, and Blake admits that he is having no luck learning who the real bosses are. Only Kruger knows.

Meanwhile, the Grand Jury is bearing down on McLaren, urging him to complete his coup before they disband. Fenner is suspicious of Kruger and kills him. Blake has taken over the numbers game for the syndicate, and this puts the finishing touches to his association with Lee. With Kruger gone, the bosses send for Blake, who has made good in a big way, and make him head of the gang.

Having found out who are the men back of the racket, Blake gives orders to raid the strong-rooms of the gang and to follow him to the offices of the higher-ups when he goes to deliver the week's receipts. But Fenner, discovering that Blake is working with the police, finds out through Lee Morgan, who unwittingly tells him, where Blake is. He goes to his room to shoot it out. Fenner is killed in the exchange of shots and Blake mortally wounded.

Meanwhile, Lee discovers that she has sent Blake to his doom, and races to warn him. She is too late. But having learned that he is no traitor to the police department, she is anxious to have him forgive her.

She finds him walking along the sidewalk, satchel in hand, and drives him to the offices of the supreme council of the rackets.

There, when Blake enters through the series of strong doors, which are open only for him, the police rush in and arrest the board of directors as a whole, with the money as evidence in their hands. Blake dies in McLaren's arms.

STAR SILHOUETTE

EDWARD G. ROBINSON

Considered one of the finest actors in America and having undoubtedly played more widely different roles than any other actor, Edward G. Robinson is one of the screen's most versatile stars and cultured members—He has a Master of Arts degree from Columbia



Mat No. 110—10c

University and speaks fluently, Spanish, Italian, French, German, Hebrew, Yiddish, Roumanian and other Balkan tongues—He is greatly interested in the theatre and intends to continue on the stage as well as the screen—Next to acting, his favorite art interest is music, which he declares is the basis of all art—His favorite composer is Richard Wagner—He collects rare first editions, paintings of old masters—pipes—antique miniatures and cartoons of himself—He smokes cigars but toys with pipe mixtures which he blends himself—Has enough symphonic records to stock a music store—His pet antipathy is early rising, writing letters and answering early morning telephone calls—His pet enthusiasms are Eddie G. Robinson, Jr. aged 3, Mrs. Robinson, who was Gladys Lloyd, the actress, his mother, and a few cherished friends—He is five feet eight inches tall, weighs 158 pounds, has brown eyes and black hair—His face is round and his cheerful grin is almost always evident, except when playing one of his "tough guy" roles—He has 300 pipes—He presents his men callers with pipes from his collection—Ladies get perfume—He is constantly buying things for his wife and son—Refuses to talk about business or the movies—Has no special diet and does not go in for physical training, but takes long walks, fishes, plays golf and chops wood when at his camp—Refuses to attend Hollywood soirees and dislikes being stared at in public places—His first big picture hit was "Little Caesar"—Now he has another and more important role in "Bullets or Ballots", the First National picture opening at the.....theatre on.....

STAR SILHOUETTE

BARTON MACLANE

He was born in Columbia, S. C. on Christmas day, 1902—He was educated in the schools of Cromwell, Conn., and at Wesleyan University where he was an outstanding football and basketball star—His prowess as a football player won him a chance to go into pictures with



Mat No. 109—10c

Richard Dix in the football movie "Quarterback"—His work in "G Men" established him as the screen's No. 1 Public Enemy—He is a playwright and has already authored one Broadway production "Rendezvous"—He plays golf for exercise and works about the small ranch he owns at Encino—He has formed, and captains, a basketball team composed of film actors—Has recently appeared in "Frisco Kid", "Dr. Socrates" and "Man of Iron"—Now appearing with Edward G. Robinson in "Bullets or Ballots" at the.....theatre.

STAR SILHOUETTE

HUMPHREY BOGART

His first experience in motion pictures, some time ago, resulted in disaster, but now Humphrey Bogart has returned to Hollywood to become overnight one of the leading "bad men" of the screen—He had played the killer, "Duke Mantel", with Leslie How-



Mat No. 108—10c

ard in the stage production of "The Petrified Forest" and was signed for the screen version. Immediately after it was released, his success was assured—A thoroughly experienced actor, he likes the simple things of life, including ice cream, slacks, flannels and sweaters—He likes the climate of California but dislikes the fogs—He particularly dislikes the policemen, whom he believes have over developed egos—He prefers French and Italian wines to the California product, he doesn't like California driving, night clubs, bleached hair—boosters or the native speech—He does like his working hours and his weekly check—He misses New York, its newspapers, its crowds, its noise and its dirt, but says he'll probably remain in Hollywood, grouch about conditions and miss New York as long as his services are in demand by motion picture producers—He was born in New York City, joined the navy when the war broke out and started his theatrical career as business manager for William A. Brady in Newark, N. J.—Became an actor by accident when a juvenile supporting Grace George in "A Ruined Lady" became suddenly ill—His first Broadway appearance was in "Swiftly"—Is now one of a triumvirate of "tough guys" in "Bullets or Ballots", the First National picture starring Edward G. Robinson now showing at the.....theatre.

STAR SILHOUETTE

JOAN BLONDELL

A born "trouper", which is the highest praise the acting profession can bestow upon a player—Joan Blondell was christened "Rose" when she was born in New York City in 1909—Her father and mother were troupers and a property trunk was her first cradle—



Mat No. 107—10c

At the age of four months she made her first stage appearance—Has been on the stage ever since—She has played in repertory all over the globe, tank towns in China, split weeks in Australia, one night stands in Germany, and has crossed the continent of the United States 56 times while playing in vaudeville—Between times she has been a circus hand, a waitress, and for 15 minutes, a clerk in a New York department store—Is now one of the outstanding film stars in Hollywood—Never attends Hollywood parties but likes to dance—Prefers to buy her clothes in New York, but thinks Hollywood the ideal place in which to live—Takes long hikes and is a champion swimmer—Is a good tennis player—Goes to prize fights once a week and likes football matches—Does not care for golf—Doesn't bother with beauty formulas—Believes in lots of baths—Likes to read and loves music—Has never been in an airplane and doesn't want to—Dislikes bridge, diets, mashers and jewelry—Hates to answer a telephone—Loves pop and cider—Is generous to a fault and is one of the most popular stars in Hollywood—Has one son, Norman Scott Barnes, born in 1934—Is five feet four inches tall, weighs 115 pounds has grey eyes and blonde hair—is now playing with Edward G. Robinson in "Bullets or Ballots" the First National picture, which opens at the.....theatre on.....

CAST OF CHARACTERS

Johnny Blake.....	Edward G. Robinson
Lee Morgan.....	Joan Blondell
Al Kruger.....	Barton MacLane
"Bugs" Fenner.....	Humphrey Bogart
Herman	Frank McHugh
Capt. Dan McLaren.....	Joseph King
Driscoll	Richard Purcell
Wires.....	George E. Stone
Grand Jury Spokesman.....	Joseph Crehan
Bryant	Henry O'Neill
Hollister	Henry Kolker
Thorndyke	Gilbert Emery
Caldwell	Herbert Rawlinson
Nellie	Louise Beavers
Vinci	Norman Willis
Crail	William Pawley
Kelly	Ralph Remley
Gatley	Frank Faylen

PRODUCTION STAFF

Director	William Keighley
Screen Play by.....	Seton I. Miller
From story by.....	Martin Mooney and Seton I. Miller
Photography by.....	Hal Mohr, A. S. C.
Film Editor.....	Jack Killifer
Art Director.....	Carl Jules Weyl

Length of Film - - - - - 7342 ft.

Running Time - - - - - 81 min.

YOU CAN RENT THESE DE LUXE SPECIAL ACCESSORIES

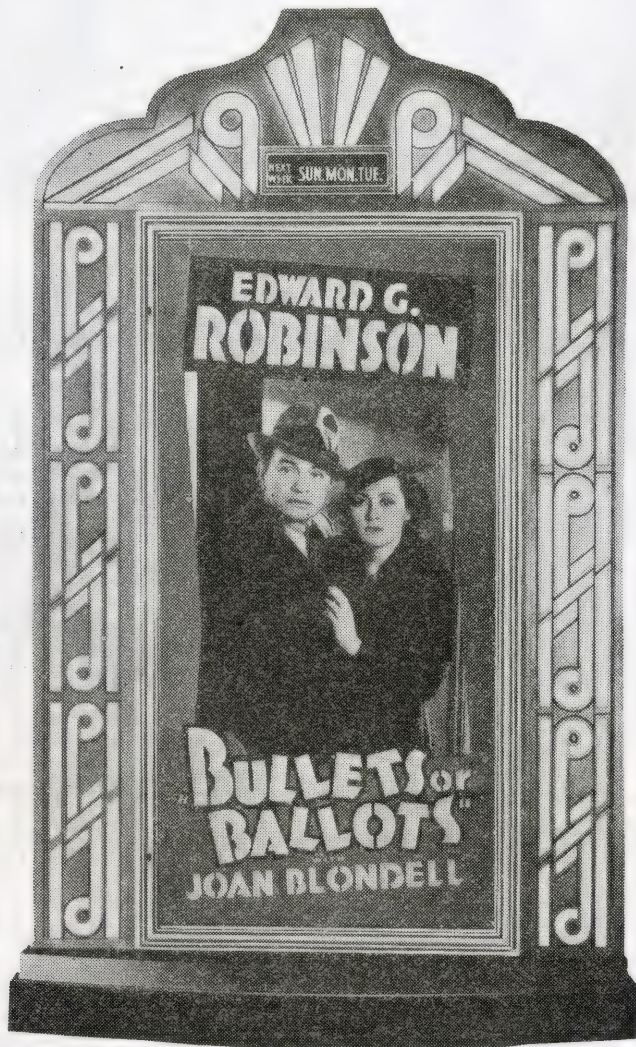
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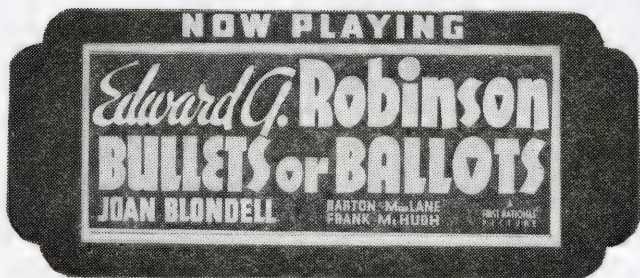
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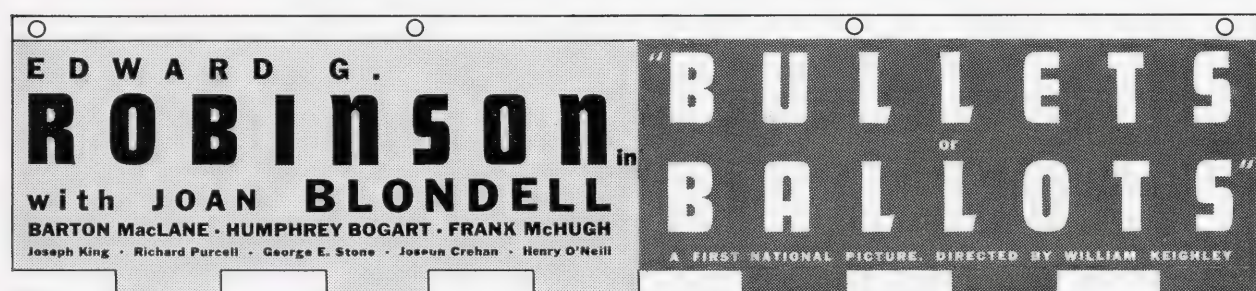
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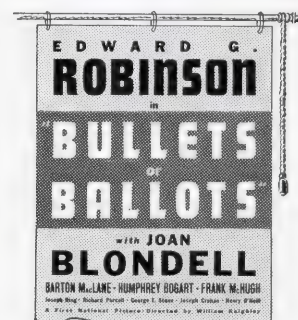
MISCELLANEOUS ACCESSORIES

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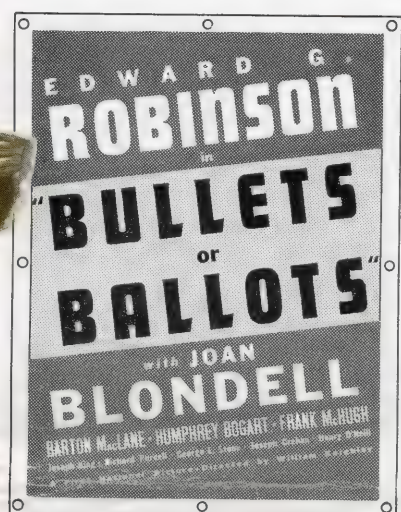
5 Banners To Brighten Your Front



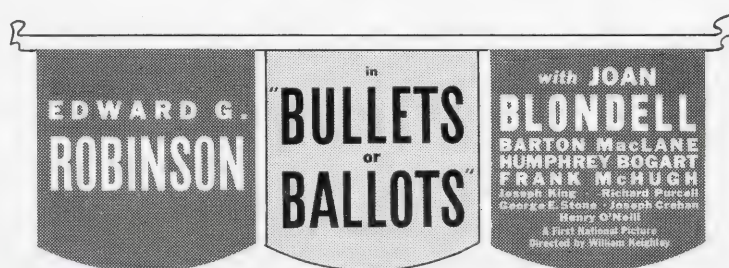
VALANCE is 40" deep, made of transparent silkolene. Price is 55c per running foot.



FLAG lettered on one side—\$15; lettered on both sides—\$25.

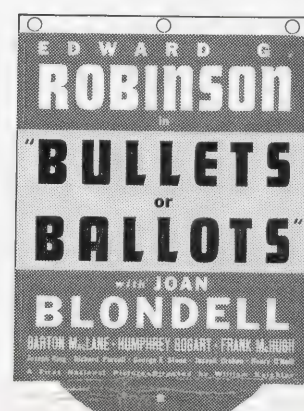


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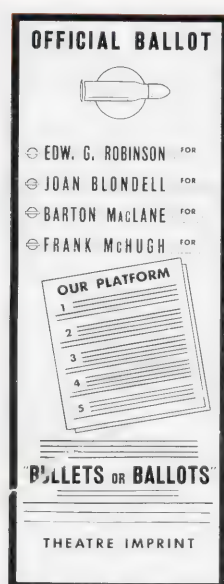


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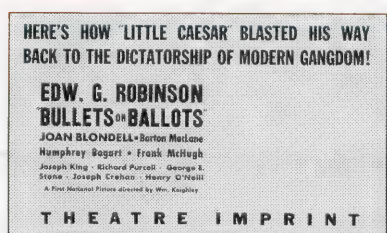
These are 3 1/2"x8" and are printed in black ink on heavy paper. Especially apropos with elections in the offing. Price, including theatre imprint, is: \$2.50 per M.

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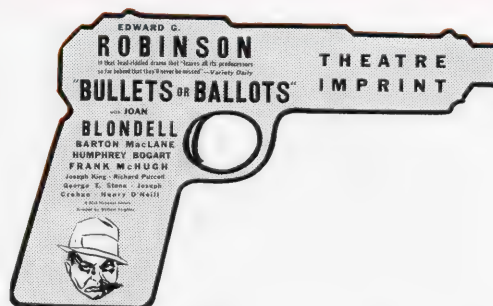
Comes as double bullet, but only cover is illustrated here. Made of heavy cardboard 5"x1 1/2" and finished in silver gilt. Title is on cover with copy and theatre imprint inside. Price, with imprint, is: \$7.50 per M.

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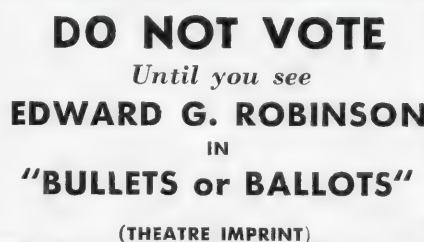
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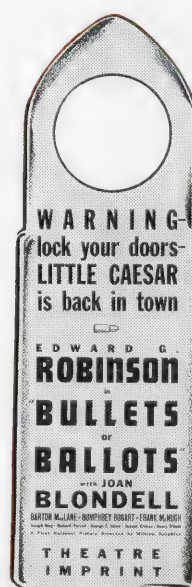
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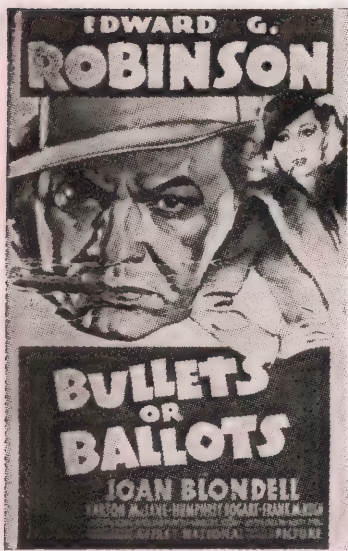
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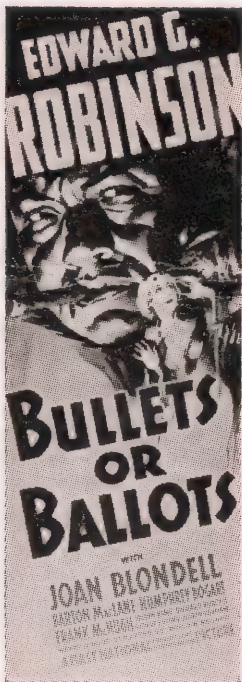
ACCESSORIES



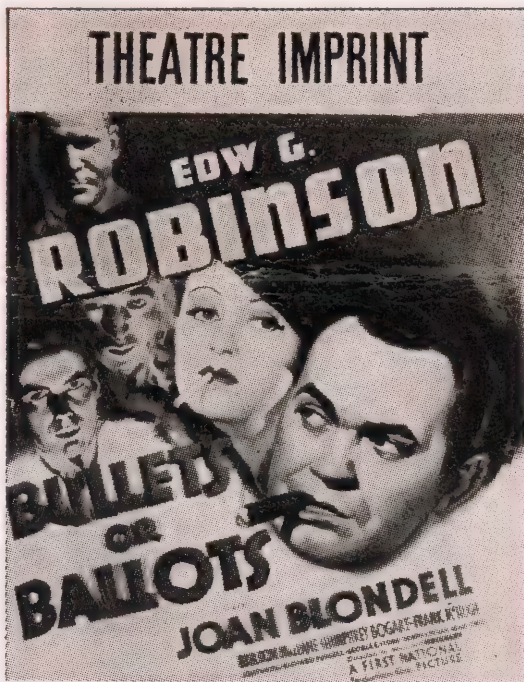
24-SHEET DESCRIPTION: Illustration is in full color against a yellow background. 'Edward G. Robinson,' is in blue; title in red and 'Joan Blondell' is deep green. Smaller credits are light green.



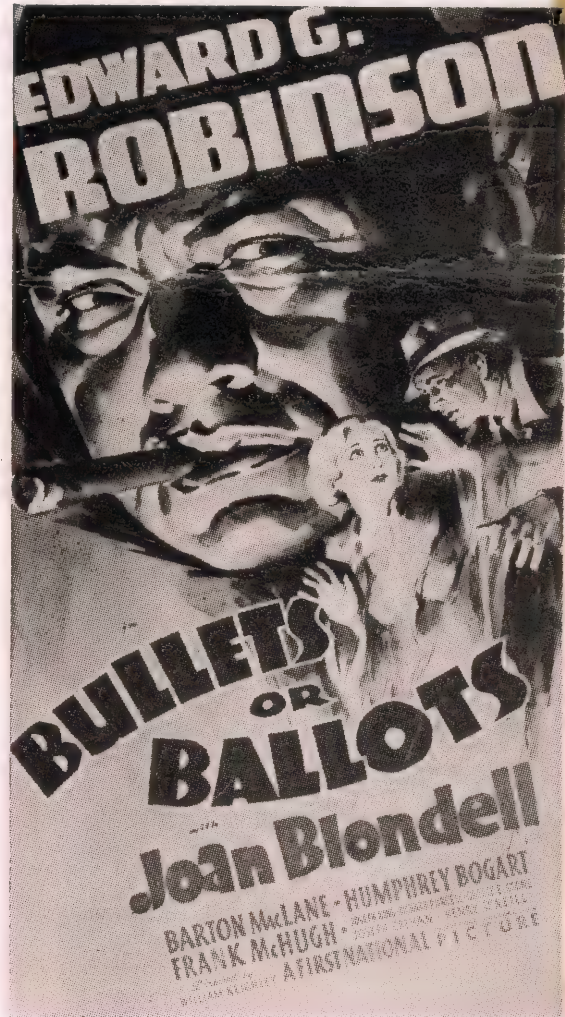
1-SHEET
MIDGET WINDOW CARD



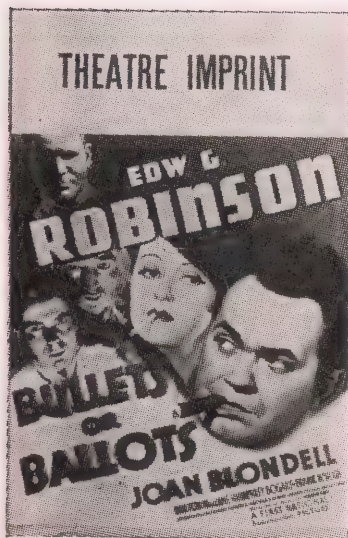
INSERT CARD



JUMBO WINDOW CARD



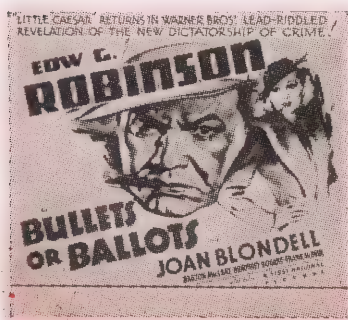
3-SHEET



WINDOW CARD



6-SHEET



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Vol. 1.

Special Extra Edition

No. 2.

BARE NEW GANG DICTATORSHIP!

'Little Caesar' New Crime Czar!

Story on Inside Pages



COPS CRACK DOWN to smash gigantic modern crime combine which supplants "Public Enemies" as America's new No. 1 menace, now shockingly brought to light in authentic story by producers of "G-Men"!



HIGHER-UP RATS OF RACKETS, headed by Secret Crime Syndicate, exposed on screen for first time in sensational drama based on facts dug up by famous Martin Mooney, reporter who "wouldn't talk"!



'BULLETS OR BALLOTS'? Which weapon will bust the modern Brain Trust behind the Crime Trust is newest problem for law enforcement!

THE STORY OF THE G-MEN'S NEW JOB!

PUBLIC MENACE NO. 1

The rats of the rackets, those human parasites who live on the hard-won earnings of honest people, are rapidly becoming the most serious criminal element this country has ever known. Entrenched in 88 cities of over 100,000 population and reaching into thousands of surrounding towns, this brain trust behind the crime trust last year robbed the American people of 15 billion dollars!

Huge sums extorted from hardworking business men! A steady flood of pennies, nickels and dimes, drained daily from the purses of home owners, laborers, and housewives!

This new dictatorship of modern gangdom has succeeded in robbing the public of more gold than we have in the national treasury.

How long will you tolerate this? How long will you allow this secret syndicate of crime to move unmolested? How long will these billions of dollars pour into illegal hands?

THE PUBLIC ENEMIES AREN'T ALL BEHIND BARS—TOO MANY OF THEM STILL PREY ON INNOCENT PEOPLE, SUCKING THE LIFE BLOOD OF A NATION FROM THOSE TO WHOM IT RIGHTFULLY BELONGS!

Warner Bros. have caught the dramatic intensity of "G-Men" in their latest film disclosure, "Bullets or Ballots". On the screen, in as exciting a melodrama as has been seen in many a year, "Little Caesar" Robinson bucks the racketeers in an effort to clean up the city in which he lives. It may be just a picture—but it's truth! See it—and learn some amazing facts about yourself, while being completely and enjoyably entertained.



"I'M WARNING YOU, FENNER! Stick to your own two-bit produce racket if you wanna keep your nose clean. Try muscling in on my 'take'—and you're all washed up! See?"

Plays "Dick" In
"Bullets Or Ballots"



Ed. G. Robinson Repeats Success Of 'Little Caesar'

Back in a part which affords him all of the opportunities for characterization that "Little Caesar" gave him, Edward G. Robinson, one of the finest actors on stage or screen is now playing the stellar role in First National's "Bullets or Ballots".

In this film he plays the part of a hard-boiled detective of the two-fisted school who breaks up an organization of racketeers.

For a long time Robinson was not entirely satisfied with his screen roles. He thought he should like to play again a character resembling "Little Caesar". In that, the role which catapulted him to stardom, the character was so strong that ever since, although that was made several years ago, he has been identified with it.

In "Bullets or Ballots" he has such a role. As Johnny Blake he plays a clear-cut, definite character, as definite as anything he has ever done, save this time he is on the side of law and order.

"So I'm glad to have a role as strong as 'Little Caesar' in a picture equally as exciting, equally as fast moving in its absorbing story.

The picture, "Bullets or Ballots" was directed by William Keighley, from the screen play by Seton I. Miller, based on the story by Martin Mooney and Miller.

In the cast are such talented players as Joan Blondell, Barton MacLane, Humphrey Bogart, Frank McHugh, Joseph King and many others.

They've Got The Last Of

WHY are we still paying \$15,000,000,000 annual tribute to the higher-up RATS OF THE RACKETS?

HOW is the government going to stop this Secret of Crime?

ONE MAN KNOWS THE ANSWER

EDWARD G. ROBINSON

ROBINSON

In This Lead-Loaded Exposure

"BULLETS OR BALLOTS"

BA

from the producers of "G-Men"

JOAN BLONDELL

BARTON MacLANE • HUMPHREY BOGART

Joseph King • Richard Purcell • George E. Stone

A First National Picture

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ANSWER! - FIND OUT FROM

ARD G.

ROBINSON

of Crime's New Dictatorship!

BULLETS

or
BALLOTS"

"—and twice as thrilling! With

LONDELL

Y BOGART • FRANK McHUGH

E. Stone • Joseph Crehan • Henry O'Neill

irected by William Keighley

EXTRA! EXTRA! EXTRA!

"Story leaves all predecessors so far behind that they'll never be missed! Edward G. Robinson tops all previous gangster performances! Flawless characterizations from every player!"

— VARIETY DAILY

"Easily one of the most important crime pictures that has come to screen. Edward G. Robinson gives top-notch performance."

— FILM DAILY

"Something new in suspense-laden, melodramatic racketeer-gangster-cop entertainment unfolded here. Different, vivid, punchy!"

— M. P. DAILY

"If this isn't the best gangster picture to date—we'd like to see the one that tops it! Star puts over one of finest performances. Exciting, thrilling, nerve-tingling, fast moving, expertly enacted. Smashing melodrama!"

— FILM CURB

"Out-smarts 'Smart Money' and out-gee-whizzes 'G-Men'!"

— JIMMY STARR, Los Angeles Herald-Express

"Robinson and cast superb."

— SHOWMEN'S TRADE REVIEW

"Sensational! Best crime picture of year!"

— HOLLYWOOD PREVIEWER

RICH SOCIETY MEN NOW RUN RACKETS, STATES REPORTER

Leaders of organized crime have changed! No longer are they the tough characters of the Prohibition era. Now they are well-tailored, highly polished gentlemen who can speak the language of the elite.

Remember "Little Caesar"? Rico, the character played by Edward G. Robinson, was rough and tough, with an itchy trigger-finger; no education, no finesse.

Motion pictures have had to give him up. It would be an outstanding mistake to present him today as the main cog of an organized gang.

Gangsters have changed their spots. It's the big shots in business who rule the rackets today. And this is the type portrayed in First National's "Bullets or Ballots".

Few people in the country know what actually goes on behind organized racketeering! The man who wrote the story of "Bullets or Ballots" does. He is Martin Mooney, and because he would not reveal the sources of his information, he was sent to jail. But had he complied with a New York Grand Jury which questioned him he would have been wiped out, pronto."



NITE-CLUB QUEEN'S new 'smart money' racket is sensationally revealed for first time on screen in Warner Bros.' shocking expose of \$15,000,000,000 Secret Syndicate of Crime!

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Vol. 1.

Special Extra Edition

No. 2.

'BULLETS OR BALLOTS'

Is Law's Challenge To "Public Enemies" Successors!

*Modern Mobs Extort 15 Billions
From Public Yearly!*



←
"LITTLE
CAESAR"
BLASTS WAY
BACK as new
crime dictator in
Warners' sensation-
streaked underworld
expose now exploding
on screen to
smash the nation's
new Number One
menace!

MOBSTERS
MENACE MAR-
KETS to terrorize
American business
men and exact huge
tribute for Secret
Crime Syndicate!



"G-MEN'S" THRILLS ARE HERE AGAIN in this lead-riddled
revelation of the higher-up Secret Friends of the Public Enemies
who are the new objective in extensive campaign by nation's G-Men!



PRINTED IN U.S.A.

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